DANISH FOREIGN OFFICE JOURNAL

NUMBER 40 1961

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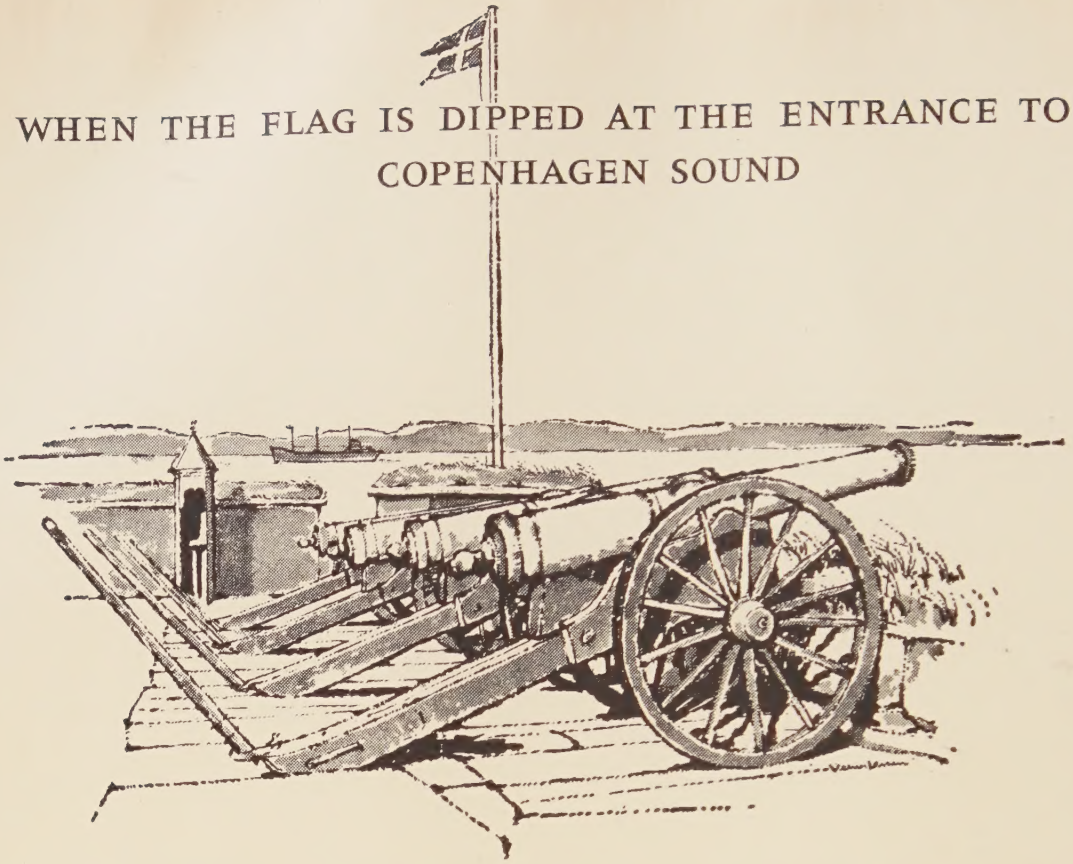
WHEN THE FLAG IS DIPPED AT THE ENTRANCE TO COPENHAGEN SOUND



When late-medieval ships stood into the narrow Sound between Denmark and Sweden, the cannons roared their warning from the Kronborg Castle bastions for the captains to drop their anchors and pay Toll on their cargoes. More than five centuries later, this heavy Toll has given way as a national source of income to exports and the roar of the guns has been succeeded by a warm-hearted tradition followed to this very day: when the flag is dipped at Kronborg it is meant as a greeting to the crews from the Commandant of Prince Hamlet's ancient castle: Godspeed and Bon Voyage!

The same respect for tradition prevails in the house of Cherry Heering. Now as then, ships stand off the Sound, many of them loaded with the famous liqueur of Denmark. Now as more than a hundred years ago, the Heering family sends its own ships overseas to serve as Ambassadors for the things which make the stately Peter F. Heering mansion in Copenhagen the centre of a far-flung organization: cherry trees in bloom in the vast Heering orchards, the old oak casks in the cellars, a business spirit deeply rooted in bygone years, and the fair name and fame of Cherry Heering. Unimpaired through good times and bad, the flavour of Cherry Heering is as strong and as sterling as it was in the days of the Sound Toll, and on every foreign shore – from San Francisco to Singapore – from Melbourne to Montevideo – the flag is dipped to loyal friends in the tradition of enjoyment: Cherry Heering – cheers!

CHERRY HEERING

PETER F. HEERING - COPENHAGEN - DENMARK

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COMMERCIAL & GENERAL REVIEW

THE STATISTICAL DANE

How do the Danes live! They live in a small country of four and a half million inhabitants. Social progress has made Denmark what is called a welfare state, which tries to live up to Bishop Grundtvig's words: 'Where few have too much, but fewer too little'. By Kjeld Bjerke... *page 9*

CELEBRATION DAY AT REBILD

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EMBLEM OF FRIENDSHIP

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ACTIVITY PLUS CREDIT EQUALS PROSPERITY

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THE HIRSCHSPRUNG COLLECTION

Danish art had a 'Golden Age' in the nineteenth century, which is well displayed in the Hirschsprung Collection in Copenhagen—the creation of a devoted private collector. By Jan Zibrandtsen, Art Historian..... *page 20*

A TRAINING CENTRE IN THAILAND

Danish agriculture is to share in the establishment of a demonstration farm in Thailand. After eight years the farm and its associated training centre will be transferred to the Thai authorities. By Viggo Andersen..... *page 24*

BUBBLES AND PYRAMIDS

A Danish building experiment has aroused wide interest in other countries. Under the plastic pyramid, by means of light and simple materials, any desired climate can be created. By Svend Erik Møller, M.A.A..... *page 26*

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FOURTH OF JULY IN DENMARK

The author of this article participated in the Rebild festivities in 1959 and reported the following to the *New York Herald Tribune*. By Art Buchwald..... *page 33*

FROM BULK TO BRAND

The largest food-exporting country in the world, Denmark has long been concious of the need to take changing tastes of customers into account so as not only to retain existing markets but also to secure a fair share in their increasing consumption and win new markets. By Arne Christiansen..... *page 34*

RATIONAL CONCRETE PIPES

Few people outside Denmark know of the pleasant little provincial town of Brønderslev. But in nearly every part of the world where the social standards imply up-to-date housing and where hygiene problems are tackled people are familiar with the Pedershaab engineering works and VIHY concrete-pipe machines that are made there. By Oluf Nørholm Ørum.. *page 36*

The cover, drawn by Alex Secher, shows the mansion Jens Bang's Stone House and the old Town Hall at Aalborg, Jutland, which will be the point of departure for many visitors to the Rebild jubilee celebrations in 1962

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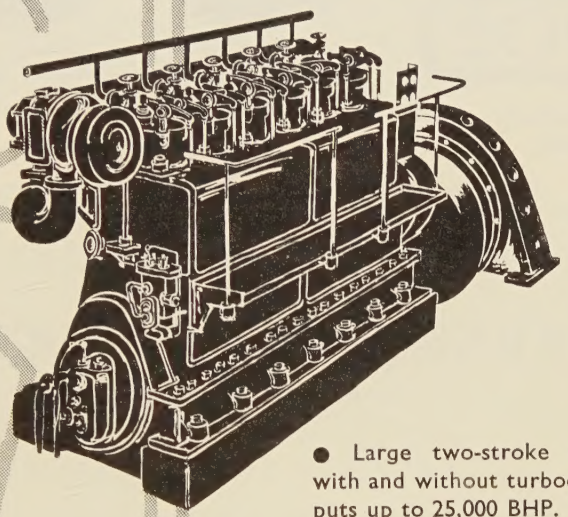

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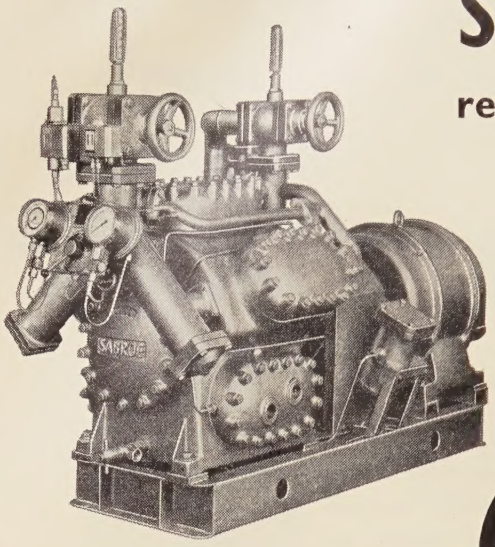

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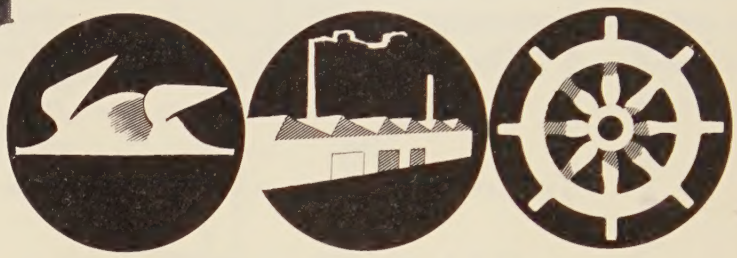

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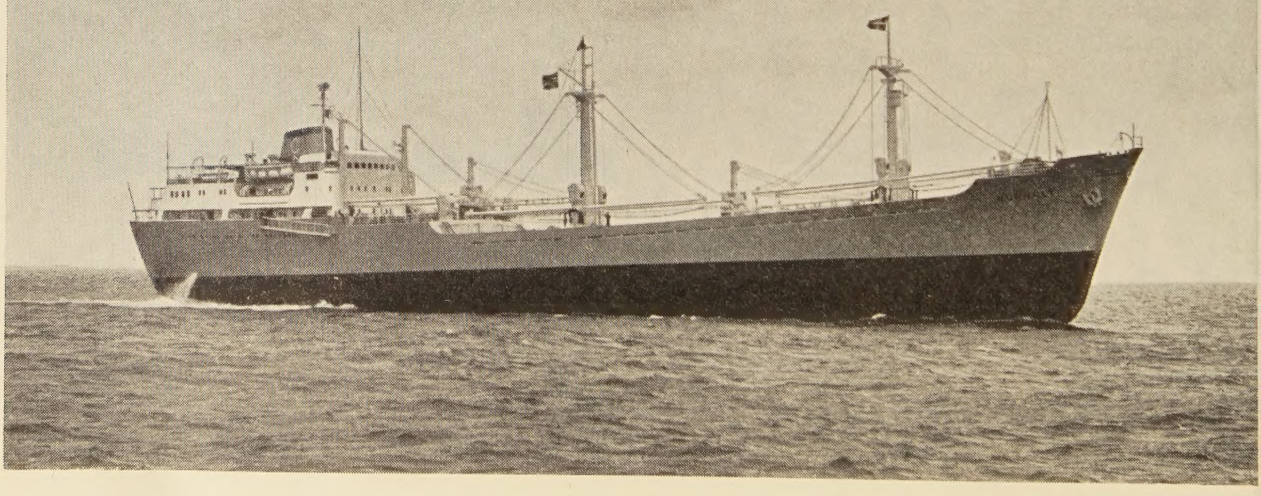

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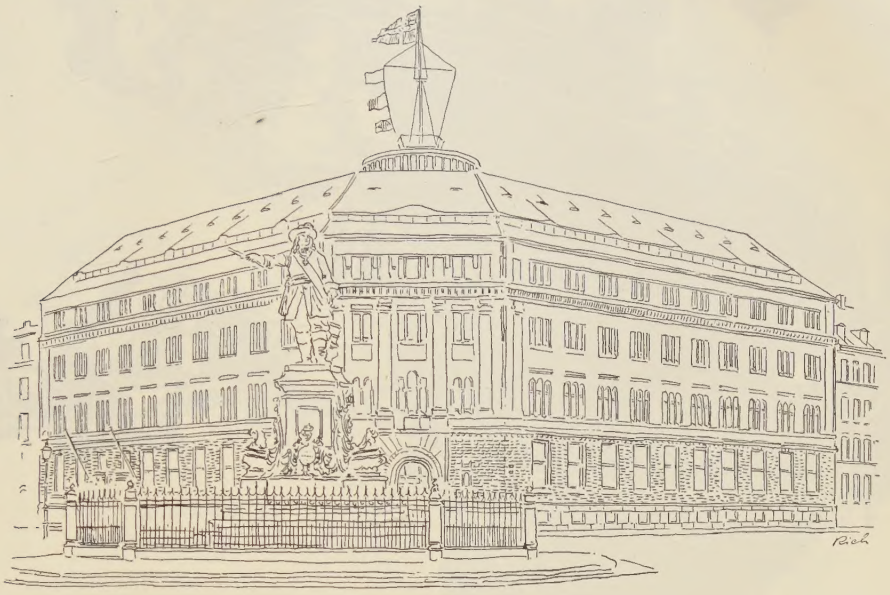

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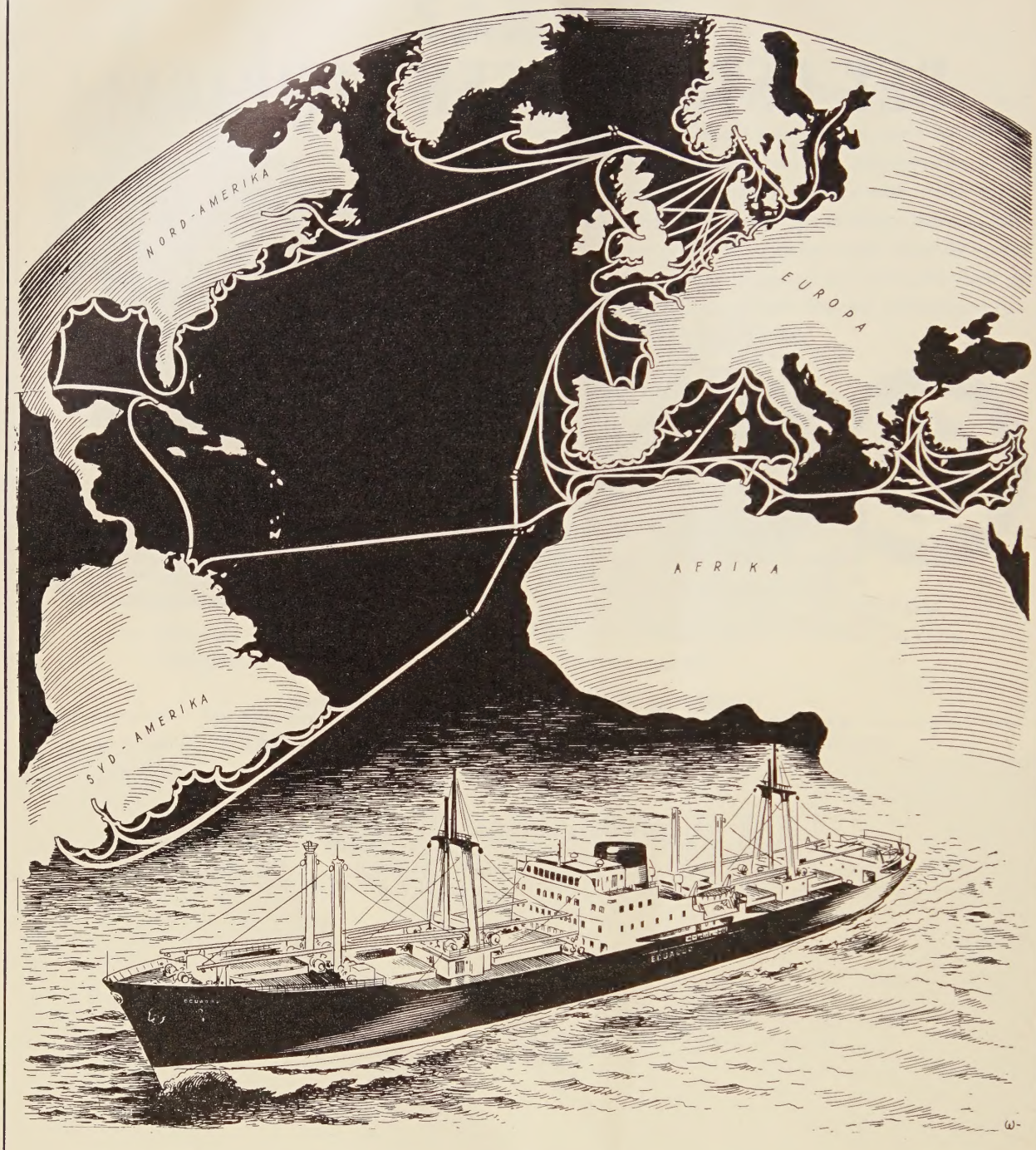

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DANISH FOREIGN OFFICE JOURNAL
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The Statistical Dane

By Kjeld Bjerke
Chief of Division in the Statistical Department

How do the Danes live! They live in a small country of four and a half million inhabitants. Social progress has made Denmark what is called a welfare state, which tries to live up to Bishop Grundtvig's words: 'Where few have too much, but fewer too little'

Writers have described human life from the cradle to the grave, each emphasizing what he thinks essential – all according to temperament and ability. Consequently, the work of literature is rightly coloured – subjective. But what is the truth about the Dane? The question cannot be answered, for figures are inadequate, though something they can tell. Besides the fact that figures tell far from the whole truth, they also have the defect that we often have to consider averages – and many averages do not reflect the multiplicity of reality, but a Procrustean reality.

We live and die.

Relatively fewer children are born in Denmark than in certain other countries. The high birth rate during and after the war fell here but remained high in the United States. At the same time we know that the birth rate is high in the development countries – far too high. The highest standard of living and the poorest lead apparently to the same result. The rich can afford it; the poor do nothing to prevent these many births; either for religious reasons, or simply because it has always been so.

Longer Life Expectancy

The fewer that are born in this country do well, if it is well to live at all in the age of the balance of terror. Infant mortality is low – rather lower than in the United States, and far lower than in the underdeveloped countries. This is one of the reasons for the high life expectancy. For a man this is 70, and for a woman 73. In the United

The many plump men at this football match are getting their exercise at second hand

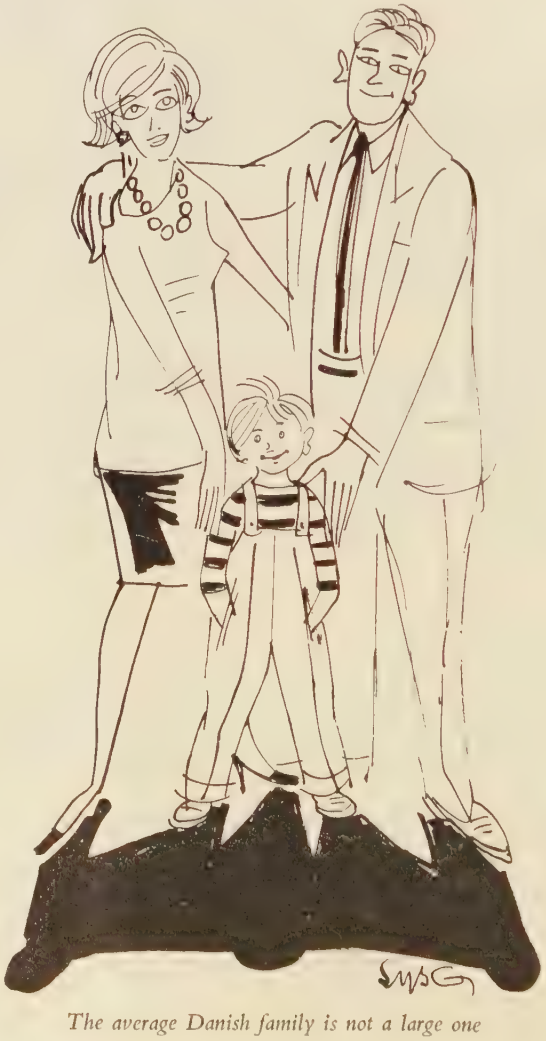
States it is lower for a man but the same for a woman. There, doubtless, the pace is faster for men than it is in our small welfare state, with more 'stomach ulcers' as a result. As in other countries, it is not the life expectancy of old people which has been greatly increased. For a man of 70 this is now (1951–55) about 11 years, as against nine years in the period 1895–1900. But in the same period the life expectancy at birth rose from 50 to about 70.

Danes marry to relatively the same extent as other Europeans; but we have more divorces. In the United States there are relatively even more divorces, which may be due to the generally earlier marriages.

What has the welfare state given us who now live longer? What is the standard of living?

The National Product

Very rough estimates show that our national product, expressed in dollars *per capita*, is half that of the United States. One must be cautious about making such comparisons, and should not assume that they state the full truth about our welfare.



The average Danish family is not a large one

The national product says nothing about the effort which goes into securing the benefits. Differences of climate and way of life mean that a similar national product (certain definite goods and services) *per capita* do not necessarily denote the same welfare. Housing and fuel are cases in point. Nor is the national product any measure of our happiness in the possession of certain goods, or of the cultural 'superstructure' which is found in certain older civilizations.

Compared with that of a really underdeveloped country our national product appears to be ten times as high; but such a comparison is inadmissible. At the same time the comparison shows at least that the standard of living in the underdeveloped countries is not very high.

We Eat Too Much

What do we Danes get under our high standard of living?

We eat well and we over-eat. Our intake of calories is one of the highest in the world. One need only look at the well-nourished crowd at a football match, getting their exercise at second hand. Among primitive peoples the ambition is to get fat and have a fat wife; for that denotes prosperity.

Distribution of Goods

What do we have less of than the Americans? We all know that we have fewer cars and television sets. In the United States there are four or five times as many private cars in proportion to population as there are in Denmark. In Italy, on the other hand, there are only half as many as in Denmark. Television, too, is far more widespread in the United States; and the same is true of many other durable goods. *Per capita* comparisons, however, can be misleading. For example, children do not usually smoke or drink alcohol. I once saw *per capita* figures of oilcake consumption.

What of our consumer habits?

It is a peculiar fact of human nature that whereas we quickly reach the point at which we cannot eat any more, there are hardly any limits to what we can consume of other goods, including durable goods. Therefore the very rich countries get a superstructure of 'luxuries' which the poorer countries do not have; to say nothing of the underdeveloped countries, where the national product is chiefly spent on maintaining life.

It is a curiosity worth noting that there is a considerable amount of cinema-going in India, far more than one would have thought. Danes visit the cinema as much as the Americans.

Just as the distribution of goods varies widely as between one country and another, so it does as between population groups from country to country. In some countries there is a small upper class and a large and more or less impoverished lower class. This does not apply in Denmark. Here there has been a steady levelling of incomes; though there is still a big difference between rich and poor.

Taxing for a Good Object

Taxes take a considerably larger proportion of the national product than they did before the war. At the same time, a very large proportion of the increased taxation has been put to good use. All sections of the Danish population have been conscious of the obligation to assist the poor, the sick, and the aged. From that point of view we have obtained a welfare state in the best sense of the word.

Materially, no one suffers real hardship in Denmark. Few countries have a system of social security which is more advanced. We have statistics which show what we spend on social measures; but figures cannot express what this redistribution of income really means for the poor, the sick, and the aged.

There is another aspect of the welfare state which also makes for security and happiness: a high level of employment. Here again the figures give only a poor indication of the importance of full employment to the country as a whole.

Not Underprivileged

No one would claim that Denmark is a utopia. There is little that a small nation can do about the threat of war; and there is always sickness and disease, though we do what is humanly possible to prevent these. The average Dane is spared the worst diseases and epidemics that are rampant in underdeveloped countries. We are not among the underprivileged; yet we are not really content.

This is an interesting feature of the welfare state. It is as if material welfare has outpaced spiritual welfare. Our politicians have managed to cope with what can be weighed and measured; but to some extent they have fallen short in the matter of psychological welfare.

The life expectancy for a man is 70 and for a woman 73

On Rebild Day, July 4, in Denmark the Stars and Stripes and the Dannebrog wave side by side

Celebration Day at Rebild

By Knud Sønderby

There is a feeling of friendliness and warmth toward everything and everybody from the start, a desire for communion with fellow-men, says the author Knud Sønderby, writing of last year's celebrations of the fourth of July at Rebild

Rebild National Park, it is called in Danish. Strange to say; for by park we generally understand a limited piece of well-groomed landscape, a garden of royal grandeur, or at least upper-class dimensions, and Rebild. Hills form one of the most original and untouched natural areas in Denmark, glacial hills which the heath has won from the adjoining Rold Forest. Only nature itself has gardened in this park, persistently and for centuries; the virgin character of the heather-clad hills, their guarantee against interference, has moreover been established by law: the law by which the area, through Danish-American initiative, was made a 'national park'.

Here a Danish-American rally is held every year on the fourth of July.

Why is it held here? And why is it held at all?

It is Still Unspoilt

I attended the gathering last year. It was the first time, and I went with misgivings, because earlier I had visited Himmelbjerget, Denmark's highest point, where many international meetings have been held in the course of the last hundred years.

Having seen how time and the footprints of centuries had mutilated Himmelbjerget, I went to Rebild with some uneasiness. What would it be like there, where great gatherings were held every year? How much of nature would there be left?

Yet I found that it was still unspoilt. I found, also, that that is not all, that it is also a matter of people—who are part of nature.

Like an Amphitheatre

A quarter of an hour before the meeting was due to begin I stood in the inn at Rold, when it began to pour with rain. It rained so heavily that it was impossible to run the few yards to the car and go the last half-mile. What sort of a rally would it turn out to be? Yet over on the main road one could see the unbroken column of cars wind their way along unaffected by the weather, then turn off the road and climb the hills toward the festival ground. It was as though from this deliberate unconcern for the pouring rain there came a little sunshine: sunshine and festival mood, indestructible and personally provided.

From the parking space I took a short cut across the hills,

and suddenly, after a turning, it lay outstretched before me, this country that I had never seen before: the large, massively curved, heather-clad moraine ridges, the majestic Rebild Hills, and with the festival ground, an amphitheatre among banks of heath, a bright, vivid flower-bed of people down in the lap of hills. Banners waved in the breeze, music swelled from bands down below, and speeches came through loudspeakers; then the heavy black cloud, which had drifted low over the hill crests, gave way to lighter clouds and patches of blue sky, and suddenly the bed of people down there in the valley changed colour, unfolding in gayer, brighter tones, and becoming more red, more blue, as raincoats were removed and umbrellas folded. And still more people joined the throng, trekking along paths to the festival ground, and resembling from a distance far-off waterfalls descending through gorges.

What the speakers down there on the platform said; what songs were sung; what tunes were played, I cannot say. I paid no particular attention. No doubt it was all about fellowship and bonds of kinship: the sort of words and the sort of tunes that fitted the occasion, and that the audience had come to hear. But I forgot to listen. I forgot in my absorption in the *sight* of it—fellowship, bonds of kinship—unfolding; forgot it in *feeling* it.

A Danish Popular Celebration

The Danish-American rally at Rebild, which has now been held on the fourth of July for fifty years, is a remarkable phenomenon. It is remarkable that Americans should travel half round the world on a certain day, to a certain place, to meet former fellow-countrymen, old relations, perhaps relations they have never known personally, but only through their parents. Remarkable, and yet so natural, so obvious, as one witnessed it, that one wondered why similar gatherings do not take place in other countries which have made, and are making, their contributions to the population of America. Ireland, for example; or Sweden. Surely those countries, too, must be the object of feelings of association and kinship, occasionally perhaps nostalgia in many citizens of the United States. It is not the less useful citizens who can experience such feelings for the place of their birth. Those who cannot feel they have roots and feel homesick may be incapable of striking root and feeling at home.

I found that the gathering was not only a meeting of Danish-Americans and their Danish relatives. That, indeed, is the occasion for, indeed the essential part of the rally; but at the same time it is, or at least has come to be, a Danish popular celebration, a Danish rally.

It is strange, the idea of people gathering together in large numbers—just for the sake of being together. There is something positive in it. Though at first sceptical I had to agree. There is a feeling of friendliness, of warmth toward everything and everybody from the start, a desire for fellowship, for communion with one's fellow-men.

Banks of heather round a platform, wet banks of heather packed with people; viewed from the hills it is like a flower-bed down in the dark ravine. As one approaches it breaks up, spreads out, becomes alive, a crowd of people; the shifting balance between whole and constituent parts, between compact mass and multiform individuality, is like looking alternately through the right and the wrong end of a telescope. Far up the hills the throng spreads; the throng of small people, the swarm of distant faces.

Families have taken the day off and made the outing to this particular place. Many have been here several hours before time, one can see. They have lunched in the wet heather, and sometimes had to huddle together and make

The attendance of King Frederik and Queen Ingrid with the princesses gave lustre to last year's Rebild celebrations. The King and Queen have also promised to be present on the jubilee day. Seen from the right, the Prime Minister Viggo Kampmann, Mrs. Kampmann, William McCormick Blair Jr., Tom Knudsen, and Holger Bladt

the best of things. Sitting on newspapers they have made themselves tents of umbrellas and raincoats, eaten their sandwiches, their extra-special ones, and consumed their beer or soft drinks under conditions about as primitive as those of the Stone Age men who once lived here on the edge of the glacier. What for? They could have stayed at home or gone somewhere else, though that idea does not seem to have occurred to them; they have come, and they are sharing the conditions.

Shared Conditions

A big old woman sits wrapped in rugs and a hood, drinking her coffee from a vacuum flask. She is so old that it must have taken trouble to get here, whatever the means; she sits all by herself, attached no doubt to something, gravely holding her cup of coffee in her hand, celebrating an annual festival, thinking perhaps of children and grandchildren in a far-off country.

Children and grown-ups, young and old, individually, in pairs and by families, they sit there in the heather round a platform and a rostrum, experiencing something, attending something they have contact with, feel linked to; actively associated in a joint effort. They are here in their thousands, and more continue to come. Half an hour has now passed since the celebrations began—officially. Orchestras have played national tunes, flags have been hoisted and saluted, speeches have been held; but the stream of people still flows up there like a waterfall gushing down the ravines between grey-brown, green-brown hills. This is surprising. But what is official about this celebration? One is tempted to think that it is not the official arrangement, the programme from the platform and the rostrum, which is the most important part. One feels that it is mostly a matter of coming and sharing in it.

I went on across the bare heather slopes. The voices through the loudspeakers grew fainter, the individual blooms suddenly came to life at my feet, the song of a lark mingled with the celebration speeches, and all at once I found myself up in the wind, the Jutland wind, and could see the countryside for miles around, the open country in fleeting sunshine and shadow, the country as it lay self-contained and eternal, eternal and serene like the song of the skylark and the single flowers.

And it was as though these things outside the festival ground had been drawn into the celebration, subject to the mood. Somewhere up there I had met a man, an elderly man who had seated himself on his folded coat, sheltering from the wind behind a juniper. He sat there as solitary and remote from the rest as possible, listening to the speeches down below, or such parts of them as the wind carried to him, or else to the skylark's song; smoking his pipe, looking through his spectacles sometimes down to the crowd, to the human flower-bed round the festival ground, sometimes far out across the silent country, and sometimes to something even more remote, perhaps his childhood, or youth, things which happened and things which did not happen, his own life.

'Good day!' I said, and the man turned his head, returned to the present, and nodded back.

It was a surprising thing. One does not usually greet strangers in Denmark; but it came naturally in this case, and would have been unnatural otherwise.

I also met a young couple up here in the hills, having lunch with their two small children. '*Velbekomme!*'—'Good appetite!'—I said, and they said 'Thank you!' For though up in the hills you are away from what is taking place below, you are still with it, have come here in common with the rest, feel humanly related.

Strange how far a mood can go! On a hill-top I saw an elderly American couple standing arm in arm, eating ice-cream. Now and then they would exchange a word or two, but otherwise they just ate their ice and looked out across the landscape.

They heard nothing of what was said 'officially'. That was not, for them, the essential part. But they were present on this day at this place. They stood as though they had travelled half-way round the world in order to stand on a hill-top, look out across something, hear distant hand-clapping and a voice through a loudspeaker they could not comprehend—and eat ice-cream—and feel something—and as though it was worth the journey.

The rolling hills of Rebild

Emblem of Friendship

By Gunnar Buchwald

An interview with Casper Hasselriis of New York, who with his wife and 10,000 others attended the first American Independence Day Celebration in the Rebild Hills 50 years ago

Mr. Hasselriis, you are said to be the only living member of the original festival committee.

It's no distinction to have lived long. What is important is that the Rebild idea today is still very much alive, and I think it is...

Was there a need for such a reunion in order that our Danish immigrants should not be forgotten?

I believe the Rebild idea released a certain desire for reunion. That feeling may have been stronger in America than in Denmark; at any rate the initiative came from the American side. In the first place, as has been said before, Rebild was more than an emblem of the friendship and gratitude felt by Danish Americans for the hospitable home and the opportunities they had found in the United States, and more than a dramatization of their feelings for the land of their birth and ancestry and a reunion with those home in Denmark. The movement, as I see it now, was also a clarification of an indwelling unconscious urge toward international friendship and understanding...

How did this movement start?

It's a long story, but the originating and driving spirit was Dr. Max Henius of Chicago, 'The Old Eagle', even though he generously gave credit for 'a poet's dream' to Ivar Kirkegaard, editor of a monthly magazine *Norden* which he published in Racine, Wisconsin. But the choice of the Rebild Hills was that of Henius. He was from Aalborg and knew that region. He often spoke of Rebild and Rold Forest.

The idea received new impetus in 1909 after Henius had organized a Danish-American Day at the National Exhibition in Aarhus.

Who attended the first meeting at Rebild?

For one thing, King Christian X; his late Majesty had recently succeeded to the throne after the passing of his father, King Frederik VIII, in 1908. Honorary President was President William Howard Taft, who was represented by the American Minister, Maurice Francis Egon.

Casper Hasselriis

How many Danish Americans there were I couldn't say, but registered at the previous 1909 meeting at Aarhus were, I believe, some 2,000, and a similar number—perhaps more—must have been at Rebild.

I still remember many names. Claus Berntsen was there and the Danish Minister in Washington, Count Carl F. Moltke, as well as Henius's close collaborators, Carl Antonsen of Chicago, Magister Mads Henningsen, also James Madison, the 'Raisin King' from San Francisco, Henius's four brothers, Erik, Louis, Frederik, and Arthur. An imposing assembly and reunion. Nor did even the rain stay away...

Yes, I should imagine that the overwhelmingly large number of American visitors were of the first generation, but I recall several who brought their children along. And, during the years, I believe that so far they have still been largely of the first generation Danish-Americans, but with an increasingly large contingent of second and third generations...

Could you imagin that these Reebild meetings might eventually pass to others?

If I understand you correctly—no, I don't think so. But if you mean that the idea might be taken up elsewhere, for example in Norway or Sweden, I would say—the more the better. Already, Canadian countrymen, both last year and this year, have observed their Commonwealth Day in Denmark, and it might well be gracious if we of Rebild also visit with them. Perhaps some did. The idea is the same. And, as you know, we have Dansk Samvirke's Kronborg meetings that attract countrymen from the whole world. It all works for international friendship.

And Rebild's importance for Denmark?

Quite aside from Rebild's sentimental importance for the Danish-born Americans is the question of Rebild's importance for Denmark. I'm glad you asked that question. I have spoken to several Americans who have been to Rebild meetings. One was the author, the late Mrs. Agnes Rothery (Mrs. Pratt of Virginia), who wrote the book *Denmark, Kingdom of Reason*, in which she remarked 'A little candle throws its beams'. She wrote a story in *Reader's Digest* (March 1947) on the greetings exchanged at Rebild: 'A Message to Karen (Drama in Real Life)'. And many other American writers have dealt in books and articles on the significance of these American festivals on Danish soil.

And do you know one reason why I think that we can consider this demonstration as particularly effective and gratifying? Well, I'll tell you—it's the fact that this evidence of Danish friendship for America originated *long before* Marshall Aid and the now lively exchange of Fulbright scholars and students and the American Arm-Aid...!

What more affects a Danish-American who takes a walk through the Rebild Hills?

Even he who sees heather and hills for the first time, or after many days, cannot help being impressed and affected by treading ancient ground. I believe Danish descendants from abroad will feel the same, that they are interested in the land of their forebears; some experienced people claim the third generation even more so than the second. I believe that friendly relations between the United States and Denmark means something to them. I haven't found any of them who are not proud of their Danish root, and none who were ashamed of it; on the contrary.

Activity plus Credit equals Prosperity

By Th. Thorsteinsson

Barrister of the Supreme Court
Managing Director of the Credit Associations of the Danish Islands

With joint liability as the basis Danish credit associations—which in fact are associations of mortgagors—have helped to promote social prosperity for over a century. They represent half of the mortgaged real estate in the country

Any form of organized mortgaging of real estate presupposes certain requirements:

(1). A system which will always ensure the indisputable physical identification of any property.

In Denmark, this condition has been met by the provision of a complete survey of all lots, together with facilities for requisitioning from a central office accurate and up-to-date maps, so that boundaries may be marked out in the field. The valuation of a farm land for mortgage purposes is further assisted by another Government measure, the classification of all land according to quality. Finally, there is a national system of valuation of all real estate for taxation purposes, divided into a valuation of the land itself and another of the land with buildings. A new valuation is carried out every four years.

(2). A system which will always provide fully up-to-date information on all legal matters affecting the property.

This condition is met by the land register which is kept at every court registry office, and which includes all property coming within its jurisdiction. The registers record all conveyances, mortgages, encumbrances, and easements, and registration provides protection against subsequently enacted rights.

(3). A bond market, enabling capital to be raised on the widest possible basis.

The volume of bonds on the Copenhagen Bourse is many times greater than the volume of stocks and shares, and they find a ready market with all categories of buyers.

Basis and Salient Features

The mortgaging of real estate has been organized in Denmark for over a century and is based on a law of 1950, with later amendments and revisions. It has attained a considerable scale for the size of the country (4,500,000 inhabitants). The importance of credit and second-mortgage associations will be apparent from the following summarized figures. The national waalth is estimated at nearly 100,000 million kroner, about half of this being real estate. About half of the real estate is mortgaged, and about half of this—valued at nearly 12,000 million kroner—is mortgaged to credit and

Mortgage societies have greatly contributed to the growth of towns during the present century

Agriculture, traditionally the most important occupation in Denmark, with the emphasis on combined livestock raising and crop cultivation, employs 30 per cent of the population. Many small farms of this type have been created by breaking up large estates

second-mortgage associations. Next in order of size among lenders are the savings banks, with loans aggregating just over 3,000 million kroner.

The salient features of the mortgaging of real estate in Denmark are that it is the result of private initiative without Government support; that the associations (except for the recently introduced third-mortgage associations) are owned and administered by the mortgagors; that it is highly organized and varied; that (again with the exception of third-mortgage associations) it is based on the joint liability of the mortagors; and that it employs the system of bond issues.

The Government contribution has been confined to the removal of an impediment, the law of 1850 having permitted the establishment of associations of mortagors for obtaining loans on real estate and the sale of their bonds without stamp duty. Only in cases where the Government has wished to promote specific objects, for national reasons (in North Slesvig after the reunion in 1920), or social reasons (parcelling out of smallholdings), has it given its support by a guarantee of interest which has never required action.

The 1850 legislation, in return, imposed certain requirements. Chief among these were the joint liability of the mortgagors; a statutory limit to the loans, related to a valuation of the real estate mortgaged; compulsory amortization; and an obligation to maintain cover for the bonds issued.

A Tiered Structure

On this basis the first credit associations, for first-mortgage loans, were set up in 1851. Since 1895 a similar law has promoted the establishment of second-mortgage associations. A superimposed system of loans against further mortgages was first organized under a law of 1958, in a quite different form.

Full mortgaging of real estate can now be obtained as follows:

(1). Credit associations are legally empowered to grant loans of up to 60 per cent of the marketable value of the property. The actual limit is, however, lower, depending on market trends. At present it is about 50 per cent.

(2). The second-mortgage associations follow with second-mortage loans up to a maximum of 75 per cent; in practice, 60–65 per cent.

(3). The maximum amount of loans advanced by the third-mortgage associations, legally and in practice, is 75 per cent.

(4). As a further stage the third-mortgage associations can, with Government guarantee granted individually in each case, increase the amount of the loan up to 85 per cent, for non-profit housing schemes even to 90 or 94 per cent.

The third-mortgage associations for new building projects and agriculture, granting loans up to 70 per cent, are organized, however, as cooperative societies or limited liability companies, with a bank or other financial institution contributing guarantee capital as a supplementary security. Their institution formed part of the liquidation of the system of direct Government subsidies for building, which had to be stimulated after the war because of the housing shortage.

The tiered structure of the mortgage system is intended to promote the cheapest possible overall financing, as diminishing mortgage security requires an increasing rate of interest, the level of which is governed by the uttermost portion of the loan.

John Liability Cheapens Interest

The third-mortgage associations have been in operation for so short a time that—although they have already achieved excellent results—they scarcely count in the total mortgaging of real estate. The specifically Danish form of mortgaging real estate is represented by the credit and second-mortgage associations.

But the organizational advantage is common to all stages. It inserts an intermediate link which renders the relation between creditor and debtor impersonal, replaces security in one property with security in all real estate, makes the best expert knowledge and experience available for valuation and assessment of risk, and has the further advantage of cheapness resulting from large-scale operations.

An additional benefit is the cheaper interest rate, due to the joint liability assumed by the borrowers. Of course each is liable for his own loan with his entire fortune. But in addition he also pledges his property (though in the credit associations only to the extent of two-thirds of the value) for the association's total obligations. This liability has never deterred anyone from seeking a mortgage with the associations, but it has created such absolute confidence in their bonds that these are quoted at the same rates as Government bonds and so constitute the cheapest form of borrowing. No

Copenhagen Stock Exchange, where mortgage society securities are dealt in. The building, with its characteristic tower of four twisted dragons, was erected by the "Royal Builder", King Christian IV (1588–1648)

bond-holder has ever lost a penny in capital or interest. Only once has a credit association got into difficulties as the result of a financial crisis, and that was 100 years ago. Even then no one suffered any loss.

Non-terminable—Fixed Interest

There are now 13 credit associations and eight second-mortgage associations, restricted either territorially or by the nature and size of the properties mortgaged. They are associations in the fullest sense, all who obtain loans becoming members and obtaining a voice in the election of the management, entitled to vote at general meetings and being joint owners of their association's capital.

Activities are restricted by legislative provisions and are subject to inspection by the Ministry of Housing, all with the object of ensuring and maintaining confidence in the bonds. New associations can be established only by law.

The associations do not have a monopoly. Other lenders, such as commercial and savings banks and insurance companies, are active alongside them. The credit and second-mortgage associations differ from these in their organization, which has no other object than to serve the interest of borrowers in obtaining the cheapest possible loans, non-terminable and at a fixed rate of interest, terms which cannot be guaranteed by any other lender. The loans are only non-terminable by the creditors. As long as the borrower respects his obligations—that is to say, makes his half-yearly payments and looks after his property—the association cannot terminate the loan, nor can the bond-holder redeem his bonds from the association. But the loans are freely terminable by the debtors: that is to say the association as against the bond-holder, and the borrower as against the association.

Amortization

On obtaining a loan the borrower pays a deposit to a reserve and administration fund (usually 1½ per cent), and during the currency of the loan a half-yearly contribution (usually 0.08 per cent). The accumulated reserves benefit the debtors to some extent during the currency of the loan and on tis conclusion.

According to the nature of the property and the desires of the borrower, loans are offered in series of varying currency (10–60 years), and in categories at various rates of interest (3½–6 or 6½ per cent). The loans are thus granted variously, but in such a way that both periodic payments and returns are approximately equal, regardless of the borrower's choice which will mostly be governed by considerations of taxation.

Amortization takes place according to the annuity principle, with equal half-yearly payments consisting of a diminishing amount of interest, increasing amount of repayment, and the above-mentioned contributions towards administration. The full repayment amount is applied to redeeming bonds by notarial drawing. To enable this to be done it is a condition for the granting of a mortgage that a property can be relied upon to provide an assured income from which the periodic payments may be made.

Local Valuations

Joint liability for the loans was of vital importance in establishing confidence during the infancy of the associations but scarcely ever occurs to anyone nowadays and may never be resorted to. The mere knowledge of the careful way in which loans are granted is now sufficient to justify confidence and must always be so. But the associations are alive to their social obligation to provide the best possible loans. The most correct basis possible for fixing them by the management is thus of the utmost importance.

The basis is a valuation made by local officers appointed and directed by the management. The yardstick is the mar-

ket value, assessed in the light of the currency of the loan and with a view to a reasonable purchaser, and supported by an estimated purchase value, capitalized profit, and experience of actual dealings. No less important than the valuation sum itself are a detailed specification of the property and a statement of its merits and defects, in order that the management may form the independent view which ultimately determines the amount of the loan. The valuation is personally supervised by the management or its representative.

Agents without Capital

Any organized mortgaging of real estate on a large scale must be based on the issue of bonds. The bonds may be issued in large lots and the proceeds applied to provide cash loans at current rate of interest. Or the loans may be made in the form of the association's bonds, which the borrowers dispose of on the Bourse through a broker. The latter system is the one employed by Danish credit and second-mortgage associations. They are thus agents without lending funds of their own.

The cash system, it is true, has many advantages but one very definite disadvantage: under certain conditions it may be impossible to persuade a bank or consortium to take over a complete issue, in which case the association may be unable to lend. Furthermore, the cash system can easily lead to dependence on the Government or Government bank. These drawbacks will be familiar in countries which employ this system.

The system under which payment is made in bonds has the immense advantage that any borrower who can offer the requisite security and is willing to pay the current rate of interest (arrived at by negotiating the bonds on the Bourse) can always be sure of obtaining a loan. Of course the system also has its drawbacks. But these can be substantially overcome if the association is able at all times to advance loans in bonds carrying a high enough rate of interest to enable the rate to approximate to par.

In Denmark we have fallen short of the ideal in this respect, as we have had difficulty in keeping pace with the recent sharp rise in interest rates, because the Ministry (which, as a relic of the former lower and more stable interest level, must give its consent to bonds of over 5 per cent) has shown reluctance to high-interest bonds, and even when granting permission for 6½ per cent has not gone quite as far as the true interest rate. But in the event of a 'loss on transference' (which in reality is only a prepaid portion of the interest, the price of being able during the currency of the loan to pay a lower rate of interest than the one ruling when the loan was obtained), then the loan can in turn be redeemed, at any time, with bonds of the same kind that are received at par and have often been purchasable at a discount.

Modified Cash Lending

The associations were fortified during their development by a legal requirement that there should be agreement between the mortage and the bonds paid out, both in amount and in rate of interest and currency, so that there may always be an automatic balance. This demand has been dropped, with the result that it is now possible to cover a cash loan at a high rate of interest by paying out bonds at a low interest for a correspondingly higher amount, provided that the yield from the loan is sufficient to cover interest and amortization. The advantages to borrowers are that bonds carrying a low rate of interest achieve a better market rate than those carrying a high rate of interest (owing to the conversion risk of the latter in the event of a fall in interest rates), and, more especially, are in a better position as regards taxation under current tax legislation. The system, which is a modified form of cash lending, has nevertheless certain disadvantages, evident on redemption, and it is therefore doubtful whether it will be adopted by other associations than the one that has decided to try it.

New building projects reach skywards, as, for instance, the point blocks located in the outskirts of Copenhagen

Project enough for Loan

Various revisions of the system have gradually been incorporated. The most important of these is the facility for obtaining a loan on the strength of an approved building project on an acquired site, against a bank guarantee. The bank granting a builder a loan receives the association's bonds in return for guaranteeing the completion of the building within a definite time limit, or the redemption of the loan. The builder can thus plan the financing in advance, with no fear of a rise in the interest rate. This arrangement has functioned for the past 20 years to complete satisfaction.

The associations' bonds serve for public investment of funds belonging to minors, trust funds, securities of life and accident insurance companies, reserve funds of commercial and savings banks, and for private investments. They are thus woven into the entire national economy, and in consequence of their volume they are the means adopted by the National Bank—through buying and selling on the Bourse—to influence the market rate of interest.

Activity + Money = Prosperity

The credit and second-mortgage societies cannot claim all the credit for their growth and expansion. They have been carried along by the activity and prosperity of the community. But at the same time it can be stated as a fact that they have greatly helped to promote development. The complete reorganization of agriculture in the nineteenth century and the urban growth of this century would not have been possible without their help in eliciting capital to concentrate on these objects, at a rate of interest corresponding to the excellent security afforded by spreading the risk over a large number of expertly valued properties, coupled with the joint liability.

Facade of the Hirschsprung Collection, Copenhagen

Danish Museums:

The Hirschsprung Collection

By Jan Zibrandtsen

Danish art had a 'Golden Age' in the nineteenth century, which is well displayed in the Hirschsprung Collection in Copenhagen – the creation of a devoted private collector

The Hirschsprung Collection is a private collector's gift to his country. It is situated in one of the lovely parks of Copenhagen. The collection has during the past fifty years existed as a gallery open to the public. In this intimately balanced collection numerous Danes and visiting foreigners have through the years received an impression of a significant part of the artistic tradition of Denmark. The collection has established itself in public opinion as indispensable among the Danish art galleries.

It is always a great advantage for a gallery to possess a character easily distinguishable from that of other collections. It must be based on an idea. The idea of the tobacco manufacturer Heinrich Hirschsprung (1836–1908), was to illustrate Danish 19th century art exclusively and in all its phases—an ambition which was as fine as it was important, since this was a flourishing period in Danish art. Admittedly Danish art and civilization can boast a tradition of some thousand years, yet it is in the paintings from the 'golden age' of the 19th century, in the works of C. W. Eckersberg and his school, that the national character finds its most distinguished and true expression. In particular the exquisite painter Christen Købke who worked in the 1830's and 40's stands out because of the luminous clarity of his colour. He well deserves to be mentioned in

the European history of art. The art of the 'golden age' proved to be of vital importance for the development of Danish painting down to the present day.

The development of Danish art in its decisive phases has been stimulated and inspired by influences from abroad. The painter C. W. Eckersberg (1783–1853) was an instance of this receptivity. He is frequently termed the father of Danish painting in spite of the fact that great artists like N. A. Abildgaard and Jens Juel preceded him.

Pupil of French Classicism

Eckersberg was the central figure in Danish painting during the first half of the 19th century. He owed his position partly to his abilities as a painter: his subtle transfigured light, his stylistic assurance and objective observations of nature which indicate a fresh approach to art that leads away from the Romantic movement—and partly to his work as a professor at the Royal Academy in Copenhagen from 1818 until his death. Here his rare talent as a teacher benefited a number of the most gifted painters of the national school. Eckersberg went abroad in 1810, living for three years in Paris and then three years in Rome. While a pupil of the painter J. L. David, the outstanding French Classicist, he mainly studied from the life, which helped to clarify his sense of colour and composition. In Rome, however, his talent developed most happily. Here he painted the superb portrait of the famous Danish sculptor, Bertel Thorvaldsen, a picture which he sent home as a gift to the Royal Academy. Eckersberg's precise observations of nature are revealed in a series of Roman views with Classical ruins and buildings. They were painted on the spot, then a completely novel technique. On his return to Denmark he became a much sought-after painter of portraits. Nevertheless he did not abandon landscape painting and after 1830 concentrated on seascapes. In these his passionate interest in perspective, his delight in the minute rendering of naval architecture and tackle, his feeling for a well-balanced spatial distribution and last but not least his fresh awareness of nature found painterly expression.

C. W. Eckersberg: Portrait of Anna Maria Magnani. Rome 1814

Christen Købke: Portrait of the Landscape Painter F. Sødring. 1832

Masterly Sketches in Abundance

It is only right that Eckersberg should serve as an introduction to the Hirschsprung Collection. In the first small side-lit rooms of the gallery which—once the donation of the collection had been accepted—the State and the City Corporation built jointly after the design of the architect H. B. Storck, one finds oneself among the painters who during the first half of the last century were to play a decisive role in Danish art.

Eckersberg's Roman views are well represented and one studies with pleasure another of his Roman pictures, the much admired portrait of Thorvaldsen's mistress, Anna Maria Magnani, with her grave eyes and pretty bonnet decorated with flowers. Altogether the achievement of Eckersberg as a portrait painter and a painter of seascapes is well illustrated in the collection. This section of the gallery also contains many small studies or sketches which add something characteristic to the intimate rooms where they receive full justice. The sketches by Eckersberg, Købke, Lundbye, P. C. Skovgaard and Dreyer are spirited examples of Danish qualities. These were artists who discovered new facets of the Danish landscape and national character. The artist may in happy moments succeed in capturing his instantaneous impressions of light and the surrounding atmosphere in a poetic manifestation of lasting value. This was in a sense what happened during the 'golden age' of Danish painting.

Købke in his near-impressionistic sketches places

P. S. Krøyer: A Summer Day on the Beach at Skagen. 1884

colour on the canvass with a ravishing freshness. In these he always chose as his motif the tranquil mood of the landscape on the outskirts of Copenhagen, the lakes, the citadel with its bastions, the harbour and ships. His large picture of Frederiksborg Castle in North Zealand, however, shows more monumental aspirations. All this is illustrated in the Hirschsprung Collection where Købke's portrait of the landscape painter Sødring shows his brilliant abilities as a portrait painter.

Rhythm of the Danish Landscape

An interior by the painter W. Bendz, who died young, depicts a Copenhagen middle-class home from the early 19th century.

Johan Thomas Lundbye, a special favourite of Heinrich Hirschsprung's, on the other hand, takes us out into the open Zealand landscape with its low undulating hills under the clear lofty sky of summer. No one has rendered with more expression and poetry the simple linear rhythm of a Danish landscape. He painted the animals in the fields after the fashion of the much admired Paulus Potter. The 17th century 'golden age' of Dutch painting greatly influenced him as well as many other Danish artists. He died in 1848, only 29 years old, accidentally shot while on his way to join, as a volunteer, the first Slesvig war. Besides paintings the gallery possesses an extensive collection of Lundbye's beautiful drawings and sketch-books as well as the artist's palette on view in a showcase.

The intimate character of the gallery is further enhanced by the presence in a number of rooms of attractive furniture from the homes of the artists of the period.

During the first decades of Heinrich Hirschsprung's activities as a collector—he began to collect in the 1860's—he had the opportunity to follow a rich new development in Danish art started by the painters of a younger generation, several of whom were to become his friends. Always on the look out for new talents he readily listened to expert advice. He wanted his collection to be truly representative within the field he had chosen, and it was his wish that it should supplement the nearby State Museum of Fine Art. And he succeeded.

Original Character Preserved

It is a fact that Hirschsprung's donation originally met with some criticism: was it necessary, it was argued, to have one more museum next to the existing large art gallery, in which also the period in question was represented? Yet the Hirschsprung Collection has long since in a remarkable way justified its existence. This is largely due to the foresight of its founder who adhered to a historical approach inso far as he not only bought the best and most influential painters active during the 19th century but also a wide range of lesser masters who help to extend our understanding of what went on in the field of art during this period. Thanks to Hirschsprung, one is able in a fascinating way to fill in the picture of the period in terms of the history of art and civilization. At the same time the Hirsch-

sprung Collection gives in many respects an idea of 19th century appreciation of Danish art. It is of great value in an age when galleries are being radically altered as a consequence of changes in taste that the Hirschsprung Collection has preserved within a given framework its original character and atmosphere. Undoubtedly it is the best pictures, the real masterpieces, that most attract us today, yet also what is merely typical of the age is of value for our understanding of the currents in the art of the last century.

Among the young artists of the day Heinrich Hirschsprung had a favourite: the painter P. S. Krøyer who is exceptionally well represented in the collection. He was one of the leading figures during the eighties, a period of Realism and open-air painting in Denmark. Again it was from France that the revitalizing ideas came. Naturalism reached Scandinavia mainly through the school of the French painter Léon Bonnat. Krøyer became his pupil in the mid-seventies and the impulses from French art helped to liberate his concept of reality as a motif. He shows his mastery in paintings of fishermen from Skagen, the northernmost point of Jutland where a group of artists had settled. Krøyer developed into a dazzling, cosmopolitan painter who with amazing technical skill, rendered the sunlight and the hazy blue dusk on the Skagen beach and who brillantly solved exacting problems of portrait painting. Also the talented couple Michael and Anna Ancher who belonged to the Skagen group are well represented. Important artists of the period were the Impressionist Theodor Philipsen and the Realist painters of humble people L. A. Ring and Hans Smidth.

One room is devoted to the watercolour cartoons by Joakim Skovgaard for the fresco-decorations of Viborg Cathedral, a pioneer work in modern large-scale painting in the North.

Collector with Foresight

Nor must it be forgotten that Heinrich Hirschsprung in his collection included a number of young and at the time very controversial artists such as the painters Vilhelm Hammershøi, Ejnar Nielsen and J. F. Willumsen who introduced Symbolism into Denmark. They are artists whose importance has for some time now been generally recognized. Heinrich Hirschsprung must be said to have been a collector with foresight, and one who because of his love of pictures helped to map out the essential movements in Danish art of the 19th century.

Johan Thomas Lundbye: Zealand Landscape with a Bronze Age Tumulus, Autumn. 1847

A Training Centre in Thailand

By Viggo Andersen
Government Agricultural Counsellor

Danish agriculture is to share in the establishment of a demonstration farm in Thailand. After eight years the farm and its associated training centre will be transferred to the Thai authorities

Above, the district in Thailand where the Danish farm is to be built. Below, a herd of Thai cows, which will form the bulk of the stock at first

In Bangkok recently an agreement was signed between the Thai and Danish Governments which provides for the establishment of a demonstration farm and a training centre for cattle breeding in Thailand.

Prior to the agreement a three-man delegation sent out by the Danish Technical Assistance Committee last January had studied the possibilities, timeliness, and terms of such cooperation with the Thais. The delegation included a prominent representative of Danish agricultural organizations, who had not only shown great interest in establishing a demonstration farm but who also offered tentatively to provide financial support.

In its report the delegation recommended setting up the farm and the training centre, and under the agreement the Danish Government, the Danish agricultural organizations, and the Thai Government have entered into an eight-year partnership to carry out the scheme.

What, it may be asked, is the background and reason for Denmark's agreement to such a bilateral technical aid project—the first major one of its kind that she has gone in for.

Friendly Relations

In recent years Thailand has sent delegates to FAO dairy training courses in Denmark, and so has been stimulated to start dairying at home. The Thai authorities were disposed to seek assistance from international organizations and/or countries who would be interested and willing to give such aid.

The Danish Ambassador in Thailand, Mr. Ebbe Munck, when informed of the plans thought that in view of the many years of good relations between Thailand and Denmark it would be reasonable to consider whether it would be natural for Denmark to assume the task.

It would not only strengthen our position in Thailand but would also consolidate the reputation of Danish agriculture in Asia. This positive approach to the idea by the Ambassador found a response in large circles in Denmark.

A village scene in Thailand

Thailand is rich in natural resources and is not overpopulated. It is still preponderantly an agricultural country, with the first stirrings of industrialization.

Though the population is not underfed there is malnutrition due to an unbalanced diet consisting mainly of rice, with a considerable shortage of proteins and minerals.

Thus there are good reasons why the Thai authorities are concerned to improve and expand cattle-farming and dairying. The consumption of milk and dairy products has risen rapidly in recent years and a further increase may be expected in the future, partly because of a big increase in the population (2 per cent per annum), but also as a result of a growing knowledge of the nutritional value of milk.

A substantial proportion of the consumption up to now has been met by imports of milk powder from a number of countries, including Denmark, though we have supplied less than 10 per cent. There is every reason to expect that these imports will continue, and even increase. But if the growing demand is to be met, a considerable effort must be made to expand the domestic production of milk.

Better Farm Methods

This is where the demonstration farm and training centre will come in, both by demonstrating and studying what can be done by means of better farming methods to produce more and better cattle food, and by improved breeding and feeding.

Thailand has little cattle farming; water buffaloes are mainly used as draught animals and dairy cattle are of slight importance in Thai agriculture. It will therefore be a big task to introduce dairy cattle into Thai farming. For the same reason dairying is also a minor factor; so that many countries have displayed a great interest in establishing dairy undertakings based, among other things, on imported skim-milk powder which, mixed with vegetable fat, could form a substitute for milk.

From many sides there is opposition to such a development and the Thai authorities also seem to prefer a development of more conventional dairying.

The Thai Government has made available 370 hectares (900 acres) at Muak Lek, situated about 125 kilometres (90 miles) from Bangkok.

The choice of situation has been governed by various factors, principally temperature, and the chosen site is fairly high up, with the result that the night temperature is very low. This factor can have a rather considerable influence on the health and yield of cattle.

Scope of Danish Cattle

Some of the area is already farmed, and conditions for the production of cattle food appear good. The rest is soon to be cleared at the Thai Government's expense, and the Government will also complete a reservoir, already commenced, for artificial irrigation, construct the necessary roads, and make a number of existing buildings available for the project.

The Danish parties to the agreement will provide about 4,300,000 kroner over a period of eight years for investment in buildings, machinery, and stock, and for the management of farm and training centre.

It has been decided to send out a trial herd of Danish cattle for the farm, partly in order to test the scope for Danish cattle in the East, and partly for possible crossing with national breeds. The bulk of the stock at first will consist of national breeds, but it is intended to expand the herd with Danish cattle if it thrives and is productive under the prevailing climatic and other conditions.

Agricultural Scholarships

The farm is to be managed by an experienced Danish agronomist, assisted by two younger Danish assistants and Thai technicians.

The training centre will be managed jointly by Thai technicians and the Danish farm management. It is planned both to train young farmers on the farm and to hold courses and demonstrations for agricultural technicians and veterinarians at the training centre. Near the farm two new agricultural colonies have been started, and a special endeavour will be made to teach the colonists cattle breeding. It is also planned during the eight-year period to provide scholarships for ten Thais to study in Denmark.

At the end of the period the demonstration farm and the training centre will be transferred to the Thai authorities who will continue to run them.

The task of the Danish assistants will be a big one, but if successful it will be of great importance to developments in Thailand and neighbouring countries and will also strengthen the ties of friendship which exist between Denmark and Danish agriculture and Thailand.

A Thai village interior

Domed house with lighting according to the Abstracta system, plastic-covered

Bubbles and Pyramids

By Svend Erik Møller, M.A.A.

A Danish building experiment has aroused wide interest in other countries. Under the plasic pyramid, by means of light and simple materials, any desired climate can be created

A wish to study the possibilities of light-weight construction led in the autumn of 1961 to the erection of two novel plastic houses in Denmark. They were envisaged as exhibition halls; and because of the positive interest shown in them by Danish furniture makers the designers of the two houses competed in building the first large plastic halls for collective Danish use at the International Furniture Fair in Cologne in February 1962.

The Danish architect Verner Panton has gone furthest in studying the constructive problems of the plastic hall. Two years ago he suggested an industrial exhibition area near Copenhagen and the construction of halls as light-weight, plastic-roofed tent structures. He succeeded in completing the first trial hall in the late summer of 1961, thanks to keen and inspired interest on the part of Director P. von Halling Koch.

Mr. Panton's hall is constructed like a pyramid and resembles more than anything a gigantic canopy spread protectingly over an area of 400 square metres. The canopy is made from heavy PVC foil strengthened with fibre glass. This is unaffected by fluctuations in temperatures between 80 and minus 30 degress Centigrade. It is flame-proof and has great tensile strength. The foil is not transparent, yet it transmits light just as well as window glass. Indeed, it allows more ultra-violet rays to pass through than window glass, so that one can become sunburnt under it.

Insulated against Heat and Cold

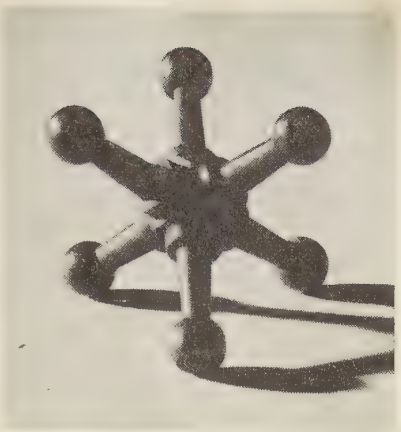
The hall is constructively based on a centrally situated steel mast, buttressed with steel stays on several sides, the plastic foil being stretched over these. In short, here is an area protected in a cheap and simple manner against wind and rain—the first requirement in any form of building. The next important point is to insulate against heat and cold, so as to create a comfortable indoor climate.

In conventional house building we are accustomed to solve the supporting and insulating problems at one and the same time by means of traditional, heavy building constructions. Here the two problemas have been solved separately in a manner that is quite novel. Under the plastic pyramid it is possible by means of light and simple materials to create any desired temperature. One can erect insulating slabs; one can make walls of paper, of plastic, of textiles. There is no need to consider the normal enemies of housing, wind and water: the plastic canopy sees to that.

Possibilities Wide Open

A pyramid can be erected in a day, the core of a prefabricated installation with kitchen, bathroom, lavatory, and heating arrangements can be put in, and several hundred square metres will then be ready for free and varied use. Here in the North it is possible to plant tropical shrubs and fruit-bushes in some of the area, and the whole can be built out with closed dwelling rooms. Some of the opaque plastic foil can be replaced with transparent foil —there are all sorts of possibilities.

The first plastic pyramid, however, had a more down-to-earth purpose: it was built as an exhibition hall where Mr. Panton showed his own non-traditional



The Assembly gadget which brought Poul Cadovius a gold medal at Brussels

furniture and fabrics. To this end a ceiling was suspended from a central mast, whereby rich scope was provided for varying division of the hall into larger and smaller rooms. From this ceiling were suspended wall elements of various materials: slabs, textiles, and plastic stretched on frames. The ceiling was also partly covered with plate elements, and from it electric radiation heaters were also suspended.

System Abstracta

The other Danish plastic hall was built by Poul Cadovius, an architect and furniture maker, who based his construction on a small and ingenious assembly joint, which has already been employed in many other building projects. The hall has been built in several specimens, most recently at Randers, in connection with a new factory which Mr. Cadovius has built as an extension to his other factories. This hall is hemispherical, and its elegant appearance was no doubt the main reason why it was chosen to house the Danish display at the Cologne fair.

The small assembly joint, invented by Mr. Cadovius, is part of the 'System Abstracta', which, in spite of its brief lifetime, has become a great success, being not only exported to a variety of countries but also made under licence at several places in Europe and the United States. By means of the joint, it is possible, to fix steel wires to scaffolding of any form, without the use of tools or screws. The system has proved to have several possibilities. In the first place it is used for shelf systems, combined with standard shelving which is easily affixed to scaffolding when in position. The shelves can be built in any desired shape and size and have been employed for store-rooms, shop fittings, and display use. With larger pipe dimensions the system can be used for building scaffolding, for pergolas, for building constructions—and for plastic-roofed halls.

This plastic pyramid is only a small-scale model for bigger halls which may be combined from several pyramids

Interior of pyramid house (above) borne by an iron girder; and, below, the 'Bubble' house construction

A Bubble House

The first small halls were built at the Danish Trade Fair at Fredericia, where Mr. Cadovius won the annual prize. Later in the year a larger hall was built at Randers. For this 'bubble house' nearly 10,000 light-metal tubes and several thousand assembly joints were used.

The bubble is 6.3 metres high, 20 metres in diameter, and covers an area of about 300 square metres. In its pure spherical form it looks very graceful. It is roofed with the same plastic foil as Mr. Panton's pyramid and may be put to a [illegible] off the same uses.

Both pyramid and bubble [illegible] than odd contributions to the co[illegible]mporary building debate. With their fresh and wholly untraditional grasp of the problems they provide a vision of future possibilities. Why must we build to the annoyance of posterity? The plastic-roofed houses cannot stand for a hundred years, nor are they meant to. Perhaps there will be quite new and even better ideas in twenty years' time; perhaps our way of life may be different. With plastic houses we are independent of too tying earthly goods. Even though such ideas belong to the future, both the pyramid and the bubble have proved that they can be used for many up-to-date and practical purposes such as exhibition buildings, storerooms, quickly built factories, hangars, restaurants, and meeting-halls.

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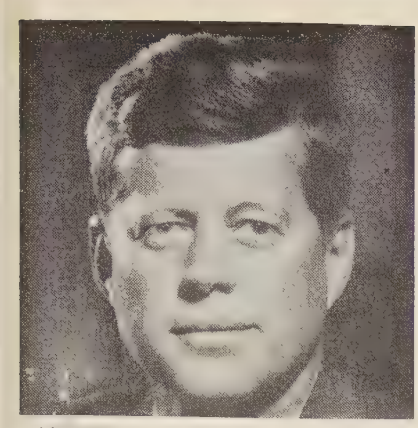
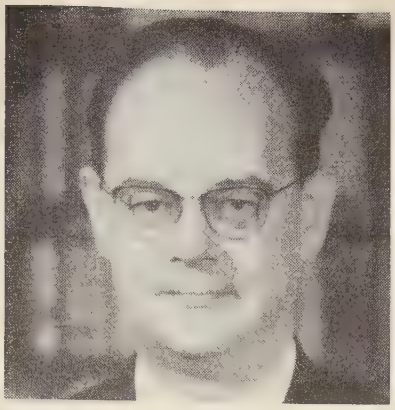


John Kennedy



Viggo Kampmann

Jens Otto Krag

Statements on Rebild

Respect for Liberty

By John F. Kennedy

Denmark and the United States have a great deal in common and a long history of cordial relations. No feature of the shared beliefs marking this pleasant association is more outstanding than our mutual respect for liberty and our jealous safeguarding of the dignity of the individual.

Danes and Americans have celebrated Independence Day on July 4 at Rebild, Denmark, for fifty years. It is, I think, a most extraordinary example of international friendship when the people of another country celebrate American Independence Day on their own soil. In gathering each year at Rebild, Danes and Americans pay solemn tribute to the democratic ideals and values cherished by each people.

July 4, 1962, will mark the golden jubilee observance of the Rebild Independence Day ceremonies. I send my most cordial greetings on this occasion and hope that as many Americans as possible will take this opportunity to join with their countless Danish friends in enjoying this unique occasion.

The Ideals of Liberty

By the Prime Minister, Viggo Kampmann

For half a century Rebild has now been the focal point of the Fourth of July gatherings at which American Independence Day is celebrated by Danes, Americans, and Danish-Americans.

I think that these annual festivals are a fine expression of the lasting values present in the relations between Denmark and the United States. The ideals of liberty set up as the objective of democratic America are also ours. Many Danes have gone out over the years to experience the American continent and win a share in its vast potentialities. These Danes have become good citizens of the United States and by good and efficient service have contributed their part to the work of advancing the United States to the leading position which she occupies in the world today. Contacts between Denmark and the United States have become even closer in the last few decades, and it is a sincere wish in both countries that friendship and cooperation will be strengthened and developed further in the future.

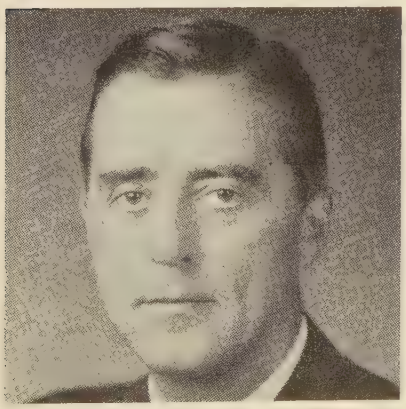
Rebild has its mission in this cooperation, and is the right setting for Danish-American reunions. Rebild is Danish—in scenery and in history. The heather hills of Rebild are to many emigrants a strong reminder of the Denmark of their childhood, or of the country their parents or grandparents have told of. The homesickness of many emigrants in the New World is often directly associated with the beautiful hilly landscape. And from these districts two thousand years ago our first emigrants, the Cimbri, fought their way through Europe. How fortunate that peaceful and hard-working Danish emigrants, together with other citizens of the United States, can here join with Danes and in doing so give expression to the fellowship which exists between us!

Common Respect for Freedom

By Jens Otto Krag

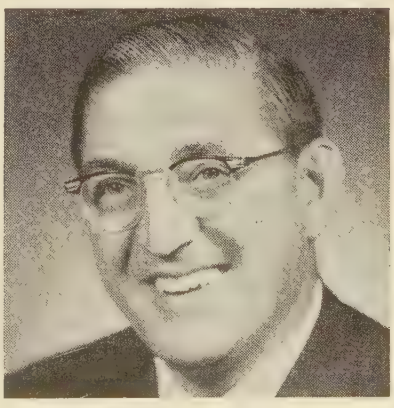
Danish Minister of Foreign Affairs

The Danish National Park at Rebild in Jutland stands as a unique manifestation of international friendship for a great many people, both in the United States and in Denmark. For fifty years, Rebild has



William McCormick Blair

Count Knuth-Winterfeldt



Semon E. Knudsen

Eugenie Anderson

Fred M. Hechinger

Jens Jensen

been the home and the scene of the Fourth of July gatherings at which Independence Day is celebrated.

In the past, Rebild was the inspiration for the Danish urge to go abroad. At present, it is nostalgia for the old country which characterizes the festival. Many who crossed over the ocean to America find in the heather covered hills of Rebild the Denmark of their childhood, which they had treasured in their hearts because grandparents or parents had sung and told about the old country.

Rebild has become a centre of power which on a single day, the Fourth of July, strengthens both Danish-American and national sentiments. The destinies and careers of thousands are interwoven with the Rebild saga which in the future also will tell its story of world fellowship.

I am convinced that the 50th anniversary festival at Rebild, like the long procession of celebrations that have preceded it, will also be a new confirmation of the cordial relations which prevail between the United States of America and Denmark. This is nourished not least by our common respect for freedom and the strong desire to defend genuine human dignity, which time has so often made calls upon.

Representative American and Danish cultural and political leaders have throughout the years addressed the gathering at Rebild. This will also be the case of the Fourth of July, 1962.

Therefore I wish to extend to American friends of Denmark, Danishborn Americans and my own countrymen, a hearty welcome to Rebild in 1962.

Impressions of Rebild, 1961

By William McCormick Blair, Jr., US Ambassador to Denmark

Although I had visited Denmark on several occasions before coming here as United States Ambassador in April, 1961, and had heard much about the *Rebildfest* from Danish and American friends, I did not fully anticipate the inspirational experience of my first July Fourth celebration in the hills of Jutland.

It was the culminating event of an eight-day trip in the Danish countryside, from Padborg on the southern border to Skagen at the northern tip. During these days, I had visited Danes where they work and live in the towns and fields graced by centuries of habitation.

At Rebild, before Their Majesties, King Frederik IX and Queen Ingrid, and in the presence of the Royal Princesses and Prime Minister Kampmann; with Dannebrog and the Stars and Stripes flying together pridefully and purposefully, I delivered a message from President John F. Kennedy. He is the ninth American chief of state to direct our government since King Christian X, father of the present Danish monarch, dedicated Rebild National Park in the spirit of Danish-American friendship.

Thousands of my fellow Americans were at Rebild that day, mingling on the heather-covered hillsides with Danish citizens in eloquent testimony to the fact that few modern nations have enjoyed a relationship so close, so friendly, so understanding, and so rewarding as have our two countries.

I hope that a record number of Americans will attend the golden jubilee celebration at Rebild in 1962, joining our Danish friends in reaffirming our devotion to the cause of freedom with justice.

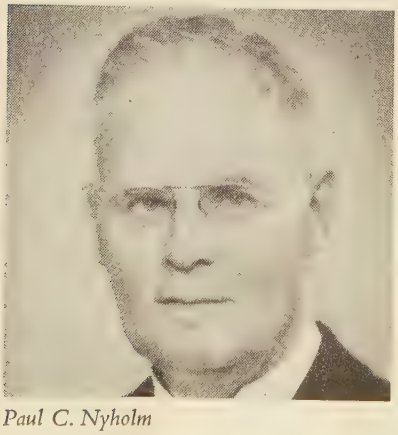
Human Fellowship

By Count Knuth-Winterfeldt, Ambassador to the United States

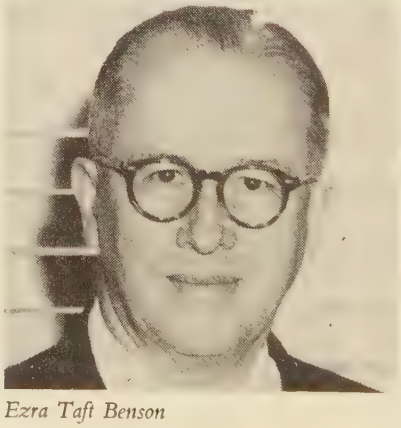
It was a happy inspiration af Dr. Max Henius when in 1909 he suggested a Danish-American rally at Aarhus. It led to the establishment of Rebild National Park, where the Danish-American Independence Day celebrations have been held, with a few interruptions, since 1912. No monument in stone or metal would have been able to express what Rebild does so powerfully and finely.

I remember the feeling which animated me, and the impression of human fellowship across frontiers which I gained, when I first took part in the magnificent international rally that is a Rebild celebration. It was striking and impressive to see many thousands of people gathered at a spot which has nothing to offer beyond the distinctive scenery of heather-clad hills, a spot which at ordinary times remains in unspoilt beauty, but which on American Independence Day becomes a meeting-place for people from the two countries, who through speech and song and thousands of handclasps seal a world pact of great significance.

This impression is to me unforgettable, and I think I share it with all those who have attended the Rebild celebrations.



Paul C. Nyholm



Ezra Taft Benson

Val Peterson

Paul G. Hoffman

The Ties Will Continue

By Semon E. Knudsen. Vice-President of General Motors Corporation and General Manager of Pontiac Motor Division

I am indeed honored and privileged to pay tribute to the fiftieth American Independence Day Festival in the Rebild National Park.

The first Rebild celebration on July 4, 1912, occurred only three months before I was born in Buffalo, New York, on October 2, 1912. Many times since then I have visited Denmark, the birthplace of my father, General William S. Knudsen, and the memories are pleasant ones.

The Danish-American who conceived the Festival possessed great vision. For fifty years this 100-acre national park and the annual July Fourth Festival have fostered and nourished the unique brand of goodwill that has existed between our two great countries.

We have carried on diplomatic relations for over 160 years, much to our mutual benefit. Some 350,000 Danes have settled in America during the past 100 years and their contribution to the growth and development of the United States has been immeasurable.

I trust that Danish-American ties will continue to strengthen and that our future associations will be just as rewarding.

People of Two Democracies

By Eugenie Anderson. Former United States Ambassador to Denmark

I am happy to join with the multitude of Danes and Americans in commemorating

Walt Disney

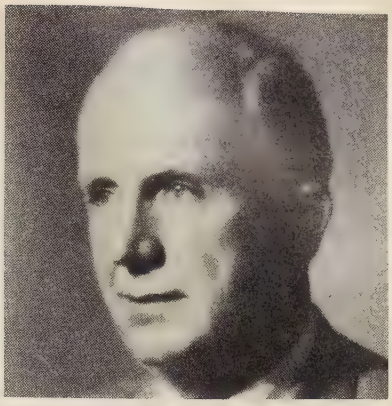
the golden anniversary of the *Rebildfest*. I will always remember the July Fourth celebrations of 1950–51–52, when mine was the pleasure and honor to speak at Rebild on behalf of the United States Government.

I cherish not only the beauty and solemnity of those occasions, but also the fact that there is no other place in the world where, for fifty years now, the people of two democracies have joined together on July Fourth to celebrate the American Independence and the Spirit of Liberty. Long may the Dannebrog and the Stars and Stripes wave together at Rebild!

Symbols of Understanding

By Fred M. Hechinger. Education Editor, The New York Times

The Rebild Festivals are among the most thoroughly friendly and spontaneous symbols of understanding between nations in a world sadly short of such symbols. Denmark and her people have made of these American Independence Day celebrations the occasion it ought to be: gay and meaningful at the same time. The reason for this is undoubtedly that Danes love true independence of spirit and have learned to defend and perpetuate it as the main ingredient of their own successful way of life. On this golden jubilee it is impossible to wish for any improvement on the past. It is easy to predict that the future will continue to be dedicated to the same spirit of friendship and freedom.



Albert Gregersen

Brilliant Inspiration

By Jens Jensen, Mayor of Aalborg

It is not only the proximity which links Rebild and Aalborg. It was a citizen of Aalborg, Dr. Max Henius, who created the Rebild festivals—a brilliant inspiration of a man who knew how to translate his great ideas into action.

The gratitude felt by Aalborg was plainly expressed in 1929 when Max Henius was made a freeman of his home city. By then the festivals had long been an institution, and Aalborg had become a focus for many visitors from America and the rest of Denmark. At the same time a number of arrangements connected with the festivals established themselves at Aalborg, forming both a prelude and a conclusion to the impressive hours in the hills.

In the jubilee year the celebrations at Aalborg will extend over at least five days. City and citizens look forward to celebrating the event, its creator, and the great mission which Rebild has especially under present world conditions.

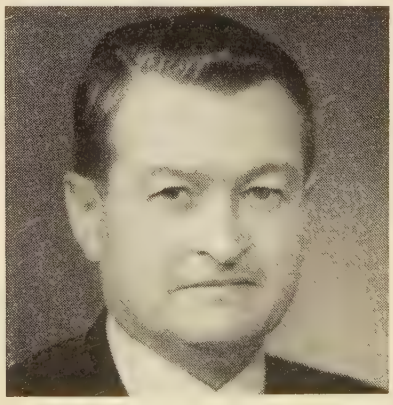
Our Fondest Wishes

By Paul C. Nyholm. Professor, Blair, Nebraska

All Danish-born Americans may be grateful for the splendid accomplishments of the Rebild Park board during the last fifty years. We are happy to know that American Independence Day

Einar A. Buhl

Earl Warren



Hans Nielsen

is celebrated here in a way which is unequalled at any other place in the world. We deeply appreciate the unique demonstration of love for America shown by hundreds of thousands of citizens of Denmark through their participation in these annual festivals, whether in pouring rain or in bright sunshine.

But Rebild gives us in America also an occasion to voice our fondest wishes for our mother country. At the 25th Rebild Festival many Danish-Americans brought brief greetings. Nearly all of them closed by saying: 'Gud bevare Danmark' (May God preserve Denmark), thus using the same words with which the present king of Denmark usually concludes his speeches.

Whether or not we shall be able to take part in the 50th celebration, these words still express the deep feelings of our hearts.

Increasing Good Will

By Ezra Taft Benson. United States Secretary of Agriculture

The celebration at Rebild National Park, commemorating American independence on July 4, each year, is an inspiration and a blessing to both of our countries. It serves as a means of demonstrating and strengthening the ties which bind our two nations together. This important function has contributed greatly to increasing good will toward the Danish nation among the people of the United States.

I am grateful to have had the privilege of participating with my wife, whose father was a full-blooded Danish emigrant and Utah's first pioneer jeweler, in this inspirational festival, and trust that it will continue in all the years to come.
of our Fourth as a 'reaffirmation of the spiritual bonds uniting free peoples today.'

Wonderful Memories

By Val Peterson. Former United States Ambassador to Denmark

Rebild is a dream come true—the dream of Danes who found prosperity and happiness in the United States but never lost their appreciation of their lovely, delightful, wonderful homeland. It is the creation of Danes who learned to love America and the spirit of liberty so well set forth in its Declaration of Independence and who wished to celebrate the Fourth of July in a beautiful Danish setting with Old and New World friends. This they have accomplished in the natural, beautiful Rebild Hills.

To Mrs. Peterson and me, Rebild Festivals carry wonderful memories of grand friends, delightful pre-celebration luncheons, bands, choirs, flags, *pølser* stands, fireworks, Aalborg's marvelous hospitality, gracious tributes to Denmark and the United States and the presence of Their Majesties, the King and Queen.

Our warmest greetings to a country old in time but young in spirit and as completely democratic in all areas of life as any in the world. I salute my father's land which I now love as did he.

Generous Celebration

By Paul G. Hoffman. US Administrator for Economic Cooperation

The Fourth of July Ceremony at Rebild National Park, in which I participated in 1953, remains vivid in my memory. It was, in fact, the most impressive 'Fourth' I have ever experienced. President Eisenhower had asked me to read a message praising Rebild's 'generous celebration'

Forty thousand Danes stood at attention while that message was read. They rose and stood also as King Frederik said in moving words that the United States Declaration of Independence belonged to and was revered by all those in the world who believe in freedom. And to the Danes the word 'freedom' clearly was packed with meaning, perhaps because it had been taken from them during the years of the Nazi occupation.

Exchange of Cordiality

By Walt Disney

On the occasion of the golden anniversary of the American Independence Day Festival in Rebild National Park on July 4, 1962, it is a privilege for me to express my sincere appreciation to everyone in Denmark for the wonderful reception they accorded me on my participation in the event this year (1961). The friendliness of the Danish people for America, as expressed to me, will remain always as one of the highlights of my many experiences in countries abroad.

My visit to Rebild left me with a warm feeling of high regard not only for all Danes but for the beauty of the country as well. Such an exchange of cordiality between all peoples would bring peace to the world and make it a universe of friendliness for which those of us in the free world are ever hoping and striving.

People to People

By Albert Gregersen. General Representative of Gulf Oil Corporation

In this day and age where propaganda and cold war are overwhelming us, it is refreshing to see a 'people to people' gesture such as the Rebild Festival. This venture, started by private individuals already before the First World War, is a moving expression of fine, old-fashioned good will – to the new country which took in the immigrants, and to the mother country which through these immigrants, brought us in the United States many of the qualities which have made our country what it is today.

It is a heartwarming experience to attend a Rebild Celebration.

In Beautiful Surroundings

By Einar A. Buhl. Director

A few years ago, when I was driving back from a Fourth of July celebration at Rebild with the late Prime Minister, H. C. Hansen, he commented most favorably on the American speaker, and ended up by saying: 'It must be quite an experience for an American to stand on this platform and look at these many people in these beautiful surroundings, and see the Stars and Stripes on top of every hill.'

I can never forget those words. To the Danish-American this day's Danish hospitality is a magnificent experience, and I wonder how much greater it must be for the American who meets Denmark the first time on the Fourth of July at Rebild.

A Thrilling Experience

By Earl Warren, Chief Justice of the United States

There is no finer evidence of friendship between two nations than the American Independence Day Festival at Rebild National Park, and it is fitting that its golden jubilee should receive special recognition.

As one who has been honored by the opportunity of speaking at one of these festivals, I would like to say that it was a thrilling experience and one that I shall never forget. It was as convincing to me as anything I have experienced that all free people share not only the ideal of freedom but also the determination for independence.

It is my hope that the festival will continue from generation to generation as a symbol of Danish and American friendship.

The Friendly Reception

By Hans Nielsen, City Manager of Aalborg

Some of the clearest memories of my childhood are associated with the days when young farm men came to say goodbye before embarking on the great journey from their small island home, which in those days had few prospects for some of them, for the great United States that was to provide many of them with the chance of their lives.

For many of these the contact with their native country would quickly have become very loose but for Danish clubs and papers which reminded them of their ties with Denmark.

At the heart of all these contacts are the Rebild reunions, and many of our fellow-countrymen in the United States would scarcely have seen Denmark again if the Rebild celebrations had not drawn them home.

Here in Aalborg we are glad of the Rebild festivities and its associations, and it may well be that the friendly reception which it is said that we show to visitors is to some extent due to the annual Rebild celebrations and the fresh inspiration we get from the great outside world during those days.

4th of July in Denmark

By Art Buchwald

The author of this article participated in 1959 in the Rebild festivities and reported the following to the "New York Herald Tribune":

Most Americans, unless they are of Danish descent, have never heard of the Rebild National Park, on the island of Jutland, in Denmark. We never did until we were invited up there to celebrate our Fourth of July. It seems the Danes take America's Independence Day far more seriously than the Americans. They have been celebrating it with Danish-Americans ever since 1909 and it has become one of the most important holidays in the country. The newspapers turn pages over to it, the ceremonies are broadcast on radio and TV, and Danes travel by plane, boat and tram hundreds of miles to sing the "Star-Spangled Banner" and pay tribute to the United States. It's a pretty remarkable thing to see.

The Rebild hills were bought by Danish-Americans in 1912 as a memorial to the Danes who had emigrated to America. They were also made into a park for Danish-Americans who wished to make a pilgrimage back to the old country. The pilgrimage each year coincides with the Fourth of July.

When we arrived at Rebild there were about 25,000 people sitting on the hills facing into a valley where a speaker's platform had been built. Next to the platform a United States Air Force band and a Danish Army band were seated. In front of the platform special guests and speakers were placed including the Danish Prime Minister, H. C. Hansen, American Secretary of Agriculture Ezra Taft Benson and the American Ambassador to Denmark, Val Peterson.

A special section for the press had been set up, and we were placed between two Danish newspaper men. For an hour from two to three the loud speaker blared with announcements such as "Mr. Holger Nielsen, of Los Angeles, would like to meet with any of his friends from Aarhus in the back of the bandstand". Or "Mrs. Inge Jensen, of Chicago, is waiting behind the Air Force band for anyone who knows her relatives in Aalborg."

Songs and Speeches

The tearful reunions took place as people rushed down from the hills to greet each other. Old people wearing American flags on their lapels looked out into the crowds hoping to see a face they recognized. The Fourth of July at Rebild is a very sentimental occasion, and we were warned there would be a lot of crying.

Dinah Shore took part in the 1960 Rebild celebrations, and it was an experience for her audience and herself

"Before it's over," the Danish newspaper man next to us said, "you will cry, too."

At three the official ceremonies started. After singing the Rebild song, Holger Bladt, the president of the park, asked everyone to rise to salute the "youngest flag in the world—the 49 stars and the stripes of the United States." Then, after the flag was raised and everyone sang "The Star-Spangled Banner," Mr. Bladt asked everyone to salute "the oldest flag in the world—Denmark's."

From then on the program consisted of songs and speeches.

The shortest was given by the American Ambassador, the warmest by the Danish Prime Minister, and the two longest by the American Secretary of Agriculture and the Danish Minister of the same job.

Mr. Benson started off talking about Denmark and the United States and then seemed to get off the track in discussing American farm surpluses, government control of agriculture and what food could do for peace. It sounded more like a speech prepared for the Iowa State Fair, but the Danes heard him out and not too many left the park.

At the end of the ceremonies we all sang "Auld Lang Syne" and then everyone went back to Aalborg for the evening festivities, which consisted of a torchlight parade, fireworks and a banquet where toasts were drunk in honor of the day.

Rather than toast the entire United States at once, the Danish people at our table toasted each state one at a time. We managed to get through Alaska on the 49th toast, but we never made it to Hawaii. Fifty "skols" are too much even for the most patriotic American, and we hope Hawaii will forgive us. Perhaps next year the toast will be in alphabetical order.

From Bulk to Brand

By Arne Christiansen, Press Attaché

The largest food-exporting country in the world, Denmark has long been conscious of the need to take changing tastes of customers into account so as not only to retain existing markets but also to secure a fair share in their increasing consumption and win new markets

Concentration on the purchasing side and the rapid expansion of self-service are trends which typify the food trade of the sixties.

The development which in the fifties chiefly characterized large concerns in the United States and some European countries has become a matter of course for Cooperative stores and small shops. If they are to compete these must combine in buying and selling as well as publicity, in voluntary chains, with pooling of purchases and a consequent demand for uniform quality and appearance.

Stricter Quality Requirements

Uniformly high quality has been one of the aims of Danish agriculture since the beginning of the century, and for many years the Danish farmer has been rewarded by bonus prices for his main products: butter and bacon. As far back as 1900 a number of Cooperative dairies decided to establish a voluntary quality control of butter, and they chose as their brand the ceremonial trumpet of the Vikings, the lur. In 1906, at the request of the farmers, the Government took over this control, and the Lurmark was made a guarantee of both quality and content—first of butter, then of bacon, and later of cheese. The quality requirements have been repeatedly tightened up, so as at all times to ensure the lead in quality which governs competitive ability and bonus prices.

For a long time the Lurmark guaranteed only one of the conditions required by consumers and the food trade, that of a uniformly high quality. The Lurmark meant self-justice among producers and exporters and a guarantee to the importers, but at the same time butter and bacon remained bulk goods which failed to establish in the eyes of consumers the brand image that is a prerequisite of success in the competition of the sixties.

Branded Butter

The present phase of food production, marketing, and consumption was anticipated by Danish farmers as soon as the trends registered. But down to the mid-1950s in the case of butter they were bound by a long-term agreement with the United Kingdom which made the development of a branded commodity impossible. Nevertheless, the Danish dairy industry prepared itself at this time to sell Danish butter as a branded article in the British market. A few thousand tons of packeted butter was sent to Britain, and other consignments went to the United States Army in Germany. The experiments established the fact that butter is best in flavour and quality when it is packed according to the recipé 'from the churn to the packet': in other words, when it was not repacked. The exports of Lurpak butter in parchment-lined aluminium foil which provides an efficient protection have continued to expand, and now Lurpak is easily the most popular brand on the British market.

A Danish poster at the Manchester Food Fair

In the April quarter of 1959 Lurpak represented 13 per cent of all Danish exports of butter to the United Kingdom, and between April 1, 1959, and March 31, 1960, the proportion rose to 19.5 per cent. Now it is between 30 and 35 per cent and is still rising.

The rationalization which is taking place in Danish dairying, resulting in fewer but larger dairies, enables the butter-packing machines to be more rationally employed and the industry to be increasingly better equipped to supply Lurpak.

In the winter, when butter can be very stiff and difficult to spread, there is a tendency now to mix it, so as to make it softer.

Right for the Fridge

Only a token quota of butter is exported to the United States—about 90 tons a year—and to a large extent this has been supplied in 'sticks', in the way housewives in American cities like it—ready to put into the refrigerator.

Of course, 90 tons is a microscopic amount in a market like the American, but it is interesting, and promising for Danish agriculture, that the housewife who has once tried Danish Lurpak asks for it again. And Denmark is ready to comply with her wishes whenever trade conditions allow larger supplies.

Finally, those who have travelled by Scandinavian Airlines System will have seen that Danish butter is also packed specially for serving in the air.

In the autumn the Prime Minister, Mr. Viggo Kampmann, studied Lurpak butter and Danepak bacon at the Danish Food Fair in Manchester. He was accompanied by the President of the Federation of Danish Dairy Associations, Mr. Christian Speggers, and the President of the Danish Bacon Factories Export Association, Mr. J. Dons Christensen

As Near Customers as Possible

In the case of bacon the way to a branded article is in several stages. By far the greater part of Danish bacon, which accounts for about half of the British consumption, is still sold as sides, and though the official Lurmark is found in several places on each side, it is by no means certain that the housewife will get a rasher which shows this quality mark. So a few years ago the Lurmark was supplemented by strip marking; that is to say, the side of bacon is now marked with the word 'Danish' between two parallel strips, so that the mark appears on the rind of every rasher.

This step strengthened Danish bacon in competition with others and facilitated rational advertising. But with the spread of self-service shops this was not enough. The demand for sliced, prepacked bacon rose, and in order to keep abreast of developments the Danish Bacon Factories Export Association, at a factory in Selby which it took over in the autumn of 1960, has gone in for a regular and steadily growing production of sliced, vacuum-packed bacon, which is sold under the brand Danepak.

If it is asked why Danish farmers have chosen Britain and not Denmark for a factory that is much concerned with future development, the answer is that the final processing must take place as near to the customers as possible, as the packing is date-marked. Also, sales can fluctuate heavily, and so the trade should be able to place its orders at short notice.

Tailormade for the Housewife

It is the middle pieces that are sliced, the parts which are unsuitable for canning, and so the slicing factory is a valuable supplement to another important branch of the industrial processing of Danish pig production. In the production of prepacked bacon—tailormade for the housewife—the bacon factories, as always, set great store by uniform quality, and in order to secure this they have, among other things, centralized the cutting of pigs used for canning and sliced bacon.

So far only about 5 per cent of the bacon sold in Britain is prepacked, but a recent market analysis has revealed that it is young people between the ages of 16 and 34 who are most packet-minded, a fact which suggests a steadily growing demand for this line.

The two examples here given are from the traditional Danish export lines—butter and bacon—but it may also be mentioned that the sale of luncheon meat has just been concentrated under the common mark Dana. This covers the products of over 20 Danish factories whose production has been standardized in quality—an obvious condition for the use of a common quality mark. At the moment common quality marks are being prepared for canned meat in general and for deep-frozen goods, but in this case with the retention of individual factory marks.

Thus Danish agriculture is not only prepared for prepacked but in every important line is well on the way from bulk to brand, in harmony with the demands of the sixties.

Rational Concrete Pipes

By Oluf Nørholm Ørum

Few people outside Denmark know of the pleasant little provincial town of Brønderslev. But in nearly every part of the world where the social standards imply up-to-date housing and where hygiene problems are tackled, people are familiar with the Pedershaab engineering works and VIHY concrete-pipe machines that are made there

When a Hawaii girl drains off the washing-up water or a Hollywood star draws the chain in her luxury toilet, probably the same thing happens as when a geisha in Tokyo pulls the plug in the bath or a housewife at Ballerup in Denmark pours the water from boiled potatoes into her steel sink: the waste water is carried away hygienically through sewers of concrete pipes produced on a machine made at the Pedershaab factory in Brønderslev, North Jutland.

Similar examples could be named from many other places in some 60 countries in all parts of the world, for these concrete-pipe machines go a long way.

The existence of the pleasant little provincial town of Brønderslev is known to few people outside Denmark. But in almost every part of the world where the social standards imply up-to-date housing and where problems of hygienie are tackled, people are familiar with the Pedershaab works and the VIHY concrete-pipe machines made there.

The wide-ranging Danish firm is also internationally known for other products, including roadmaking machinery and steel and aluminium windows and doors: to mention only a few lines which have found a larger market than the domestic one.

The obvious reason for this is a combination of quality, competive prices, and successful methods of marketing specialized machinery a long way from the production centre. Once VIHY concrete-pipe machinery has found its way to a country other order have followed. The firm has built its world success on sound Danish craftsmanship, rational production, and good salesmanship.

An Example of Enterprise

Ten years ago North Jutland was industrially a rather backward area compared with most parts of Denmark. But in the early 1950s a joint effort was made from many sides to change this state of affairs, both for employment and economic reasons.

The Pedershaab works provided an example of how a single man's initiative could through three generations of efficient enterprise become a world firm employing 1,200 persons. Here was proof that such a business could be sited in North Jutland, even when unserved by any port.

From 825 to 40 Mill. kr. Turnover

The works at Brønderslev are a typical Danish industrial enterprise, and it would

Air photograph of the Pedershaab engineering department at Brønderslev

be no exaggeration to say that there is something of a real-life tale in its origin and growth, one such as Hans Christian Andersen might have told about something small which grew to be big.

The founder, Peder Nielsen, was born in October 1854 in a poor home in the village of Aistrup in North Jutland. Hard work and thrift together with a desire for independence were characteristics he inherited from his parents. Though in every way a handy young man he had no means of learning a trade. Nielsen tried many different unskilled jobs until in 1878, aged 23, during a period of unemployment, he felt that he must now launch out on his own.

In a small outbuilding of his home at Tylstrup, with a brother who was also out of work, he began to make door and window hinges. The initial capital was 440 kroner in savings, plus 500 kroner borrowed from their father.

It was not a big business to start with. During the first year the total turnover was 825 kroner, but thrift, skill, and hard work were in time rewarded.

From 200 to 50 Machine Types

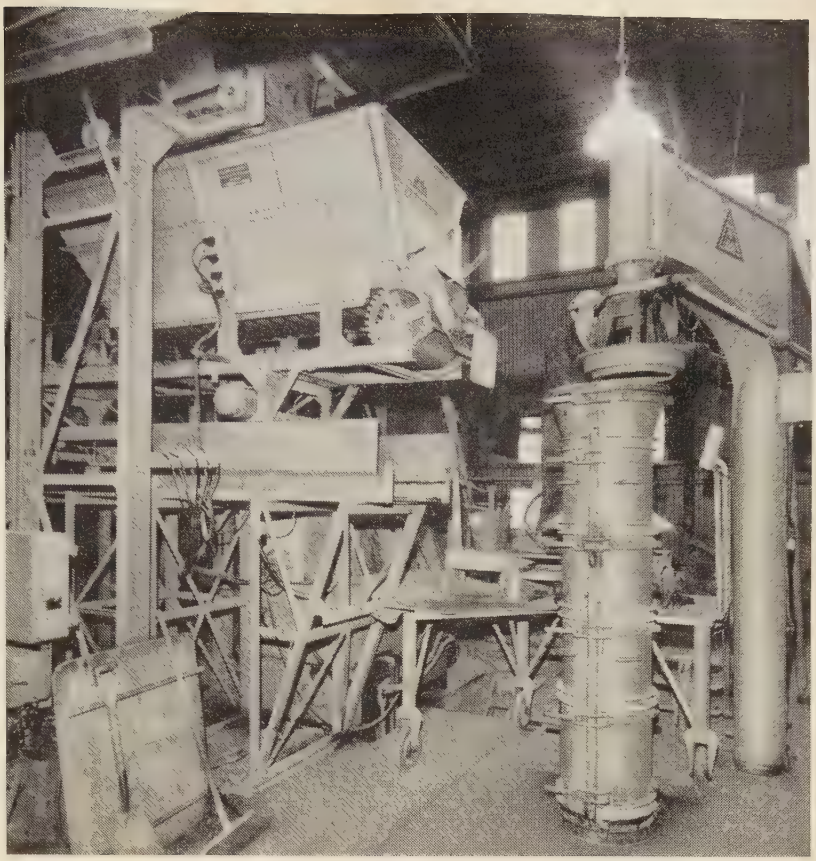
Sales grew steadily, and soon the business was moved to Brønderslev, where the number of people employed could be increased to 20. An old steam engine supplied the power.

The factory went on growing; extension followed extension, new lines were boldly introduced, sales and servicing branches were opened in other parts of Denmark and later abroad. From 878 kroner in 1878 the Pedershaab works now have an annual turnover of 40 million and customers all over the globe.

Peder Nielsen started by making building fittings, and this factory is still a department of the business, making steel and aluminium windows and doors and including an iron foundry and the engine works, which contains an old and an entirely new part. Here are made the machines and moulding equipment for the manufacture of concrete goods (concrete-pipe machines, vibration tables and flagstone machines, concrete block machines, and hollowware machines, etc.) which are now the biggest selling lines in the international market.

In addition the Pedershaab works make mixing machines (capacity 100 to 4,000 litres), earth-conveying equipment, excavators, road rollers, vibration rollers, snow-clearing machines, etc.

In 1950 the firm made about 200 types of machinery, but the number has been reduced to less than 50, in order to promote rational production of reasonably large series. This requires competition in an international market, and due attention must also be paid to development and research.



VIHY cement-pipe machine from the Pedershaab Works being assembled in Britain

Developing Countries a Coming Market

About the beginning of the century the firm received the first small export order for machines and moulds for the cement industry; 12 years ago it began to manufacture vibration machines for pipe-making, and these have so far found markets in about 60 countries. About 60 per cent of the firm's total production is exported.

The biggest export markets up to now have been Norway, Sweden, Finland, Germany, France, Italy, Belgium, Austria, Britain, the United States, and Canada, but sales are made to many other countries and the firm is also interested in the developing countries. Its concrete-pipe machines may be seen at work in Siam, in African countries, in Baghdad, in Trinidad, and in Mexico, to name only a few, There are sales offices in Denmark. Germany, and the United States.

With specialization the Danish market became too small for the large business, and in order to exploit the Danish sales organization to the full the firm, in pace with the concentration of its own production programme, has taken over the sole representation in Denmark for excavators, brick-making machinery, concrete mixers, and road rollers made in Germany, mobile cranes from Britain, and concrete mixers from Sweden. The company has thus become a combined manufacturing and commercial business.

Factory with Concrete Laboratory

Increasing production and turnover in the 1950s indicated the need for a new factory with considerable scope for expansion. The firm's own engineers and Danish architects, assisted by an American rationalization company, drew up a project for new plant on the western outskirts of Brønderslev, where an area of 180,000 square metres was acquired.

The first stage of this project was immediately carried out, and has provided the firm with a modern factory comprising three engineering shops with a total area of 3,200 square metres. Each shop is 72 metres long and 15 metres wide. There is district heating, and canteens, changing rooms, baths, etc. All buildings are designed with a view to

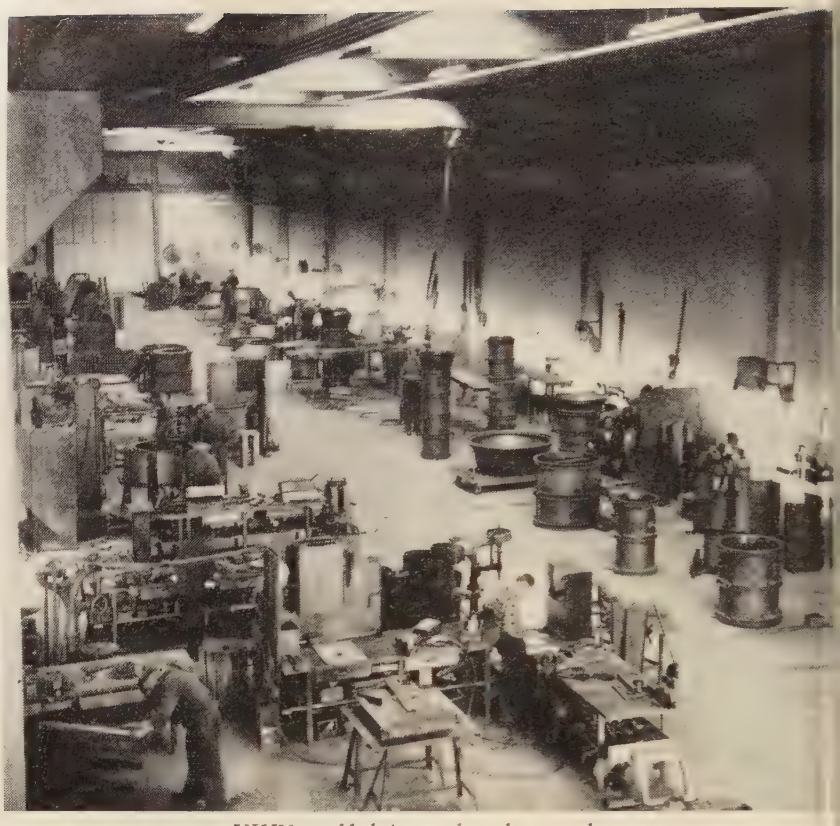
possible extensions. So far, the cost of the new plant has been about 5 mill. kr., but already there are plans for a further six shops. It is expected that the new factory will employ 2,000 people.

In a new concrete laboratory at the factory experts are engaged in testing, improving, and demonstrating the machines. Concrete pipes are sold in lengths up to 2.5 metres, but a length of 3.5 metres is envisaged.

Training the Unskilled

The firm also owes its success to the staff of 1,200: management, administration, draughtsmen, and workmen. To relieve the shortage of labour a considerable number of unskilled workers have been given the opportunity to learn engineering work, specializing in turning, welding, etc., over a three-year period on full, unskilled wages. Arrangements have also been made for an extensive use of semi-skilled labour on qualified work, so as to release skilled men for special jobs.

For North Jutland this has meant counteracting unemployment, and has resulted in rising incomes and expanding production.



VIHY moulds being made and mounted

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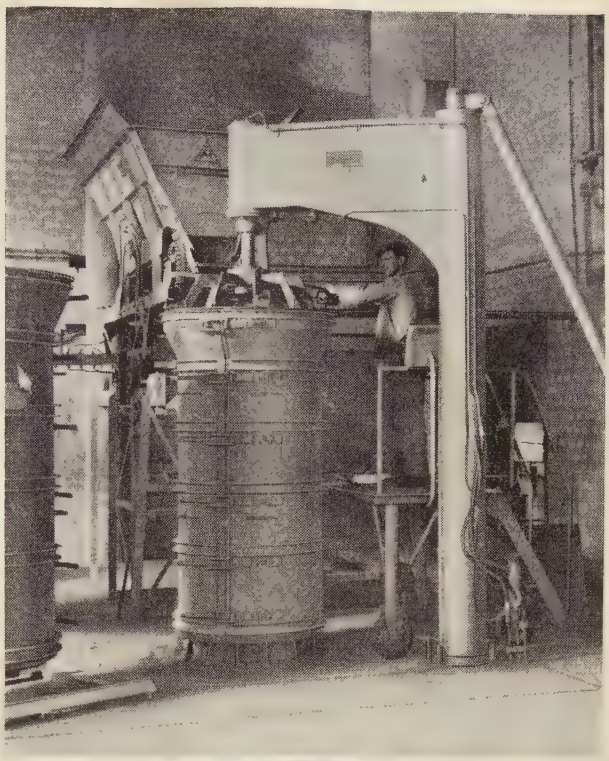

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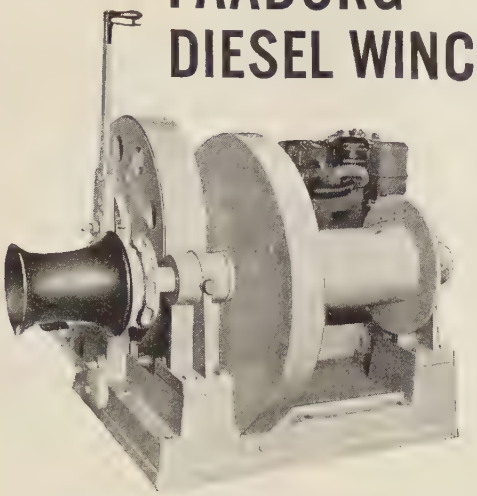

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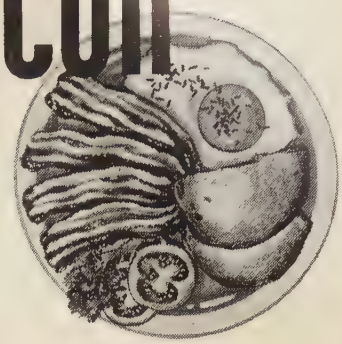

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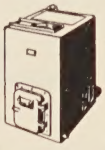

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COPENHAGEN TELEGR.: STRUERS

TOROTOR
A/S TOROTOR
Handels- og Financieringsselskab
Manufacturers of radio and television components
6, Kollegievej, Chl., Copenhagen . Tlgs.: "Torotor"

DANISH CEMENT PRODUCTS

for many purposes

PORTLAND CEMENT

The Danish quality known world-wide surpasses the requirements of standard specifications of the leading countries.

RAPID CEMENT

A rapidly hardening Portland cement for concrete constructions requiring early completion, for concrete ware, and for concreting in cold weather.

SUPER-RAPID CEMENT

This is an extra rapidly hardening Portland cement for urgent concrete jobs, for prestressed concrete, and for concreting in cold weather.

LOW-ALKALI SULPHATE-RESISTING CEMENT

ASTM Type V Portland cement for marine works such as quays, jetties, groins, breakwaters, etc.

MARINE CEMENT

A cement designed specially for concrete to be placed in sea water, where it may be exposed to sulphate attack.

LOW-HEAT CEMENT

A Portland cement evolving heat more slowly during setting and hardening than ordinary Portland cement. It is used for the concreting of massive structures such as dams.

DANSK ★ CEMENT ★ CENTRAL

preferred for quality

-are exported to all parts of the World

WHITE PORTLAND CEMENT

Combines high strength with dazzling whiteness. Excellent for all decorative purposes, e.g. wall tiles, floor slabs, facing, artificial stone, rendering, etc.

COLOURED CEMENT

Sixteen light- and lime-fast standard colours.
Likewise used for decoration.

CEMPEXO WALL PAINT

Meets modern requirements of durability. Petrifying and water-repellent. It is made with a base of Danish White Portland Cement, will not rub off, is easy to apply and economical in use.
Comes in many light- and lime-fast colours, besides white.

A/S DANSK CEMENT CENTRAL

AKTIESELSKABET AALBORG PORTLAND - CEMENT - FABRIK

COPENHAGEN V . DENMARK

SECHER